



Digitized by the Internet Archive
in 2019 with funding from
Media History Digital Library

<https://archive.org/details/motionpictureexh57jaye>

MOTION PICTURE

EXHIBITOR

OCTOBER 31, 1956

VOLUME 57

NUMBER 1

IN TWO SECTIONS • THIS IS SECTION ONE



"Subsidies For Weak Theatres"

editorial

Rank To Handle U. S. Releases

(page 9)

Court Reverses Poster Decision

(page 8)

AND FEATURING: THE SERVICE SECTION

← The establishment of a Rank distribution organization in the United States will be given the personal attention of John Davis, deputy chairman and managing director of the Rank organization enterprises.

HOT TIP ON M-G-M's "JULIE"!

By Philip K. Scheuer in the Los Angeles Times. He caught the Coast Preview!

Any picture you can think of would be hard put to match "Julie"'s 95 minutes of unalloyed, unrelieved suspense—and that goes for "Diabolique," "Wages of Fear," "The Bad Seed," the individual and collected works of Hitchcock and even last year's top "little" thriller from "Julie's" own writer-director—"The Night Holds Terror."

The writer-director is Andrew Stone, whose assistant and film editor, once again, is his wife Virginia. The producer is Martin Melcher and the feminine star is HIS wife, Doris Day. Her co-stars are Louis Jourdan, Barry Sullivan and Frank Lovejoy. M-G-M is releasing.

Not a shot was filmed at M-G-M or any other studio. As with "The Night Holds Terror" and at least partially with his two preceding suspense dramas, "Blueprint for Murder" and "The Steel Trap," Stone worked entirely on "actual" locations in Los Angeles, Carmel, Monterey, San Francisco, Victorville and aboard a commercial airliner in flight. Its feeling of documentary, on-the-spot realism reaches and holds an extraordinary pitch of tension, in both filming and tight inter-cutting.

Dipping into his voluminous police files, Stone came up with a disturbing theme, one new to movies: The dilemma of a citizen—the woman Julie in this case—who is threatened with bodily harm yet under existing laws has no protection against it. Here the threatener is her husband, an insanely jealous man (Jourdan); but there are no witnesses and the police are helpless to interfere in a husband-wife "quarrel." After all, it is her word against his—and NO CRIME HAS BEEN COMMITTED.

Nor are the police able to act even after the wife confirms a growing suspicion that her first husband died a murder victim and not a suicide. The verdict was suicide, the case is closed and cannot be reopened without new evidence. Julie (Miss Day) has none—only, again, the verbal confession of Jourdan.

Lovejoy, as the Los Angeles homicide chief, is

sympathetic to her plight. Two jealous husbands kill their mates every week in this city alone, he acknowledges. "Change your identity," he advises Julie, "and get away as quickly as possible."

Quickly, in Julie's case, is not quickly enough.

Stone's picture is a reporting job from start to finish. He doesn't take time to try to "explain" Jourdan, psychologically or any other way. The man is a simple, murderous—and murdering—fact. He is impulsive but he is also cunning. Stone tells his story straight, using amazingly few artifices.

Opening Sequence

In the opening sequence a distraught Julie hurries from the Del Monte Lodge to her convertible. As she drives off Jourdan leaps in from the other side and clamps his foot over hers on the accelerator. The car careens around one hairpin turn after another. When the frantic woman reaches for the ignition key, his hand is there before her.

Julie survives that one (as does the spectator, but barely). At the end of the picture Jourdan is still trying to take her for a ride. Just when it seems as if Stone has at length exhausted his suspense possibilities he switches to a new crisis—this time in the skies—and whips one into a lather all over again.

You haven't time to be incredulous at this airplane sequence—isn't it happening right before your eyes? And fliers and field men have vouched for the authenticity of the technical details shown.

The casting of Miss Day in her role is its own justification: she looks it and makes you share her harrowing ordeal. Her only singing is that of the title piece over the opening credits. Jourdan, a concert pianist by profession, is heard or at any rate seen in Leonard Pennario's stirring composition, "Midnight on the Cliff" (playing by Pennario).

Sullivan is Julie's friend, a cousin of her late husband. His performance, like all of them in this superadroit, thought-through thriller, seems drawn from life itself.

"Don't just sit
there! BOOK JULIE!"




great news for every exhibitor.


20TH DELIVERS **IN CINEMASCOPE**


play it now

 **Pre-sold in roadshow release for two years!**

(roadshow release limited to a few cities)

 **The whole country is waiting to see the most talked of motion picture of the generation at popular prices**

 **They have heard about it—they want to see it—now at last they can, and at prices they can afford to pay**

 **Now in CinemaScope (and available with Stereophonic, monoaural or optical soundtracks) so that every theatre can play it!**

 **Available for a few engagements at Thanksgiving—WRITE, WIRE, PHONE 20TH TODAY FOR THE VERY FIRST PLAYDATES! Available everywhere soon thereafter**

OKLAHOMA! HOPE AT ONCE!

popular prices!

RODGERS & HAMMERSTEIN *present*



in the wonder of
CINEMASCOPE

color by **TECHNICOLOR**

starring

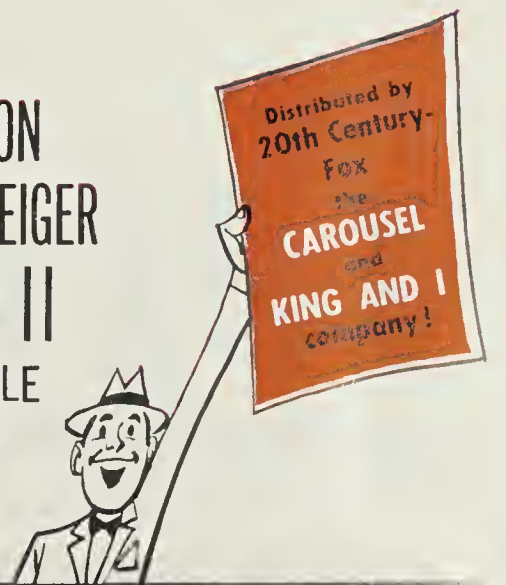
**GORDON MacRAE • GLORIA GRAHAME • SHIRLEY JONES • GENE NELSON
CHARLOTTE GREENWOOD • EDDIE ALBERT • JAMES WHITMORE • ROD STEIGER**

Music by **RICHARD RODGERS** • Book & Lyrics by **OSCAR HAMMERSTEIN II**

Screenplay by **SONIA LEVIEN** and **WILLIAM LUDWIG** • Dances Staged by **AGNES DE MILLE**

Produced by **ARTHUR HORNBLow, JR.** • Directed by **FRED ZINNEMANN**

A MAGNA PRODUCTION



FILM

The Life Blood Of Your Business
Will Be The Principal Topic At

ANNUAL CONVENTION

INDEPENDENT THEATRE OWNERS OF OHIO

Deshler Hilton Hotel

COLUMBUS, OHIO

NOV. 13-14

SPECIAL!

Testimonial Dinner To
Martin G. Smith
Nov. 13, 7 P.M.

EXHIBITOR



OCTOBER 31, 1956
VOLUME 57 NUMBER 1

SUBSIDIES FOR WEAK THEATRES

WE ARE INDEBTED TO Don McKenzie, theatre owner of Flint, Michigan, for the following thinking:

"Distributors should forget about the quick profit and look more to the future. The small town and the subsequent theatres should not be allowed to close, even if they need to be subsidized in some of the more congested areas. Such theatres are the spawning grounds for the adult movie-goers of tomorrow . . . today's children. In most instances, mothers will not let their children use public transportation to go downtown to the movies, but they will permit them to walk, or to use local transportation with which the children are familiar to go to the neighboring theatre. If we can get these children interested in movies once or twice a week, and if we can show them how superior movies are to TV, the chances are that we can hold them as regular patrons for the rest of their lives. If their neighboring theatres are all closed so they can't attend a movie, they are certain to find other forms of entertainment and be lost to movies forever.

"Take gasoline stations, for instance. Hundreds are being built every day, and it is a good bet that a large percentage of them are not making money. But it is one of the best ways for each company to keep their name and products before the public, and they use it for just that purpose. You'll see many a management change, a complete remodeling, and a lot of company effort, before a station is eventually permitted to fold."

There seems to be some merit in Mr. McKenzie's views. In retail stores it isn't at all unusual for the

main source of supply to loan money to a retail outlet to help the latter over a rough spot occasioned by a remodeling, a flood, a reorganization, or some similar happening. We have even known of stores that were taken over and management changed by such manufacturers when the loans weren't paid. In organized baseball, the Major Leagues announced only recently that they were giving a huge cash subsidy to the Minor Leagues, so the latter could stay alive and continue to develop their future manpower. Uncle Sam subsidizes the farmer's income so that a sudden dip in farm income doesn't lower our food sources in future years.

No, subsidies aren't new. But we don't exactly see how they could work in theatre business. Sources of film supply are so wide open to the highest bidder that there are no regular customers any longer. So, who is going to subsidize an outlet that may be playing his pictures today, but be competing with his pictures tomorrow? About the best that could be done would be some sort of Film Board of Trade that could assign so many free pictures per year to theatres that have been surveyed and proved to be depressed.

And we suppose that all of this proves nothing quite so much as the loss that this industry suffered when producer-distributors were forced to discontinue the sale of an entire season's product to one regular customer, the establishment of franchised theatres for the exhibition of their product, or the possession of any interest of any kind in the financial future of a particular theatre customer.

XMAS AND NEW YEAR'S PICTURES

FORGETTING THE "BLOCKBUSTERS" ("WAR AND PEACE," "GIANT," "OKLAHOMA!," "AROUND THE WORLD IN 80 DAYS," and "THE TEN COMMANDMENTS") that will probably still be occupying many a first-run come Christmas time, it promises to be a big and exciting holiday season. Gathered from the best available sources, we believe the following list is a relatively accurate survey of what may be expected during the coming Xmas and New Year's weeks:

"ZARAK" (Columbia) Mature, Ekberg, Technicolor, CinemaScope

"DON'T KNOCK THE ROCK" (Columbia) Bill Haley and His Comets

"ANASTASIA" (20th-Fox) Ingrid Bergman, Helen Hayes, Yul Brynner, Color, CinemaScope

"THE GIRL CAN'T HELP IT" (20th-Fox) Tom Ewell, Jayne Mansfield, Color, CinemaScope

"THE TEAHOUSE OF THE AUGUST MOON" (MGM) Brando, Glenn Ford, Eddie Albert, Color, CinemaScope

"HOLLYWOOD OR BUST" (Paramount) Martin and Lewis

"BUNDLE OF JOY" (RKO) Debbie Reynolds, Eddie Fisher, Color

"THE KING AND FOUR QUEENS" (U.A.) Gable, Eleanor Parker, Color, CinemaScope

"WRITTEN ON THE WIND" (U-I) Hudson, Bacall, Robert Stack, Technicolor

"BABY DOLL" (W.B.) Karl Malden, etc.

Nice variety in that list! And a good percentage have holiday cheer written all over them.

So, Merry Christmas and a Happy New Year!

Jay Emanuel

Court Of Appeals Reverses Decision In Poster Case, Victory For NSS

PHILADELPHIA—The U. S. Court Of Appeals last week issued an opinion in favor of National Screen Service against seven independent poster renting companies throughout the country in the anti-trust suit which had been brought against NSS, and which had been pending in the courts for many years. The plaintiffs are Charles Lawlor, Philadelphia; Morris J. Lipp, Chicago; Benjamin Siegel, Washington; Jay Schrader, Charlotte; Dave Mitchel, Dallas; Jacob Riff, Boston; and Harry Vogelstein, Washington.

The Upper Court reversed the judgment of the District Court in granting summary judgment against NSS with respect to its exclusive contracts with the film distributors for standard accessories.

The opinion on behalf of the Circuit Judges was written by Judge Harry E. Kalodner, with Judge William H. Hastie concurring. It constitutes a sweeping holding for the many arguments made by NSS that exclusive contracts with the distributors were not illegal; that NSS's natural business growth which resulted in its national standing in the field was not, in itself, illegal; and that other forms of advertising which were available to exhibitors must be considered in determining whether exclusivity of standard accessories is a monopoly.

The Court not only reversed the judgment, but struck out all injunctive provisions against National Screen.

The opinion pointed out that contracts between National Screen and the producers for the privilege of manufacturing standard accessories were made over a period of different years and independently of one another. It also referred to the fact that "the affidavits submitted by the defendants clearly indicate that each producer-distributor entered into its agreement with National Screen independently for legitimate business reasons to its own enterprise."

The Court directed that costs be paid to National Screen by the poster-renters, and dismissed the appeals which they had taken from certain parts of the lower opinion.

Herman Robbins, chairman of the board, National Screen Service, said, "The Court's analysis of National Screen's enterprise and business conduct is completely gratifying and a vindication of National Screen's contentions."

Louis Nizer and Walter S. Beck represented National Screen.



Seen recently in the United Artists Prevue Theatre, New York, following a screening of the winning test of 17-year-old Joan Seberg, Marshalltown, Ia., for the title role of "Saint Joan," is the girl who won out over 3,000 candidates with producer-director Otto Preminger; and UA president Arthur B. Krim.

Loew's Sell Mayfair Theatre

NEW YORK—The Mayfair Theatre, 10-story office building and an adjoining five-story building at 165 W. 47th Street was purchased last week from Loew's Theatres by Jack Resnick for a reported \$2,150,000.

It was said that \$425,000 was paid in cash and a purchase-money mortgage for \$1,725,000 given with the title closing scheduled for the early part of next year.

The theatre was modernized in 1930. Loew's purchased it about 12 years ago from Walter Reade, Jr. At present it is leased to Brandt Theatres.

BROADWAY GROSSES

(As of this Monday)

"Cadillac" In High Gear

NEW YORK—Although "Solid Gold Cadillac" had a solid opening at the Victoria, and "Giant" continued in a giant way at the Roxy, the rest of the Broadway first-runs were decidedly off.

According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the breakdown was as follows:

"The Girl He Left Behind" (Warners). Paramount (\$45,000)*—Opening week heading for \$39,000.

"Giant" (Warners). Roxy (\$40,000)—Thursday through Sunday accounted for \$81,000; with the third week sure of \$115,000. Ice show on stage.

"Tea And Sympathy" (MGM). Radio City Music Hall (\$144,000)—The tally for Thursday through Sunday was \$68,000, with the fifth, and last, week heading for \$100,000. Usual stage show.

"War And Peace" (Paramount). Roxy (\$49,000)—The 10th week indicated a drop to \$31,000.

"Pillars Of The Sky" (U-I). Globe (\$14,800)—Only \$8,000 in sight for the third, and last week.

"Attack" (UA). Mayfair (\$15,000)—Down to \$10,000 on the sixth, and last, week.

"The Bad Seed" (Warners). Astor (\$29,000)—Seventh week expected to reach \$22,000.

"The Solid Gold Cadillac" (Columbia). Victoria (\$20,400)—Opening week off to a good start with \$37,000 claimed.

"Between Heaven And Hell" (20th-Fox). Loew's State (\$28,700)—Only \$10,000 anticipated on the third week.

*Figures in parentheses are 1955 weekly averages based on MOTION PICTURE EXHIBITOR reports.



The NEW YORK Scene By Mel Konecuff

TRIPLE THREAT MAN SPEAKS: Charles Martin, producer-director-writer of "Death Of A Scoundrel," which RKO is releasing, arrived in town recently for a series of press, radio and TV interviews, and for special showings of the film which premieres in Texas on the Interstate Circuit at the end of the month, and bows on Broadway at Loew's State on Nov. 2.

He reported that he took a million dollar gamble on the film which was made without any release being set, and with the backing of 10 moneymen who left him strictly alone to make the picture as he saw fit. If it is successful he hopes other independents will be encouraged to act similarly. In this respect, he claimed RKO encourages its producers to indulge in creative freedom, feeling that the result is better entertainment. When the company took over the release of the property, he was able to pay off two small bank loans, as well as some deferred deals with some of the principals in the film.

Martin felt that today, more than ever, the answer to the product problem seems to be independent production, and this confidence is also felt by C. V. Whitney, who is producing a program of his own independently, and who wants to have Martin join his stable as a producer indicating there would be freedom to make his pictures as he saw fit.

To help sell the picture, which is a must today, Martin is embarking on a tour of Texas with Zsa Zsa Gabor, but this promotion will not include any appearances on TV. He went along with Bob O'Donnell's theory that if the public wants to see Zsa Zsa they'll pay to do so, and to present her for free on TV would hurt rather than help. Examples given were Liberace, George Gobel, etc.

With regard to TV and the theatres, Martin felt that as long as there is new and good entertainment to be bought in theatres, the public will attend. This is particularly so if the features are first run instead of tenth run, as they are on TV. They want to see the new and the talked-about pictures so theatres that play them will be attended.

(Continued on page 18)

I N D E X

VOLUME 57, NUMBER 1 OCTOBER 31, 1956

SECTION ONE

EDITORIAL 7

THE NEW YORK SCENE

BY MEL KONECOFF 8

SHOWMANSHIP SWEEPSTAKES 14

NEWS OF THE TERRITORIES 19

SECTION TWO

THE SERVICE SECTION SS-1—SS-8

(The Pink Review Section)

Rank Activating U. S. Distribution Plan

Davis To Direct Efforts To Improve Returns On Rank Films In American Market; Claim U-I Deal Not Involved

NEW YORK—Barry Norris, joint managing director, J. Arthur Rank Overseas Film Distributors, Ltd., announced last week that the Rank organization will establish its own distribution channels in the United States.

Here with Norris on a business visit were John Davis, deputy chairman and managing director; Lt. Col. Kenneth Winckles, Rank joint assistant managing director; and Kenneth Hargreaves, also a joint assistant managing director, and also managing director, J. Arthur Rank Film Distributors, Ltd.

Norris said the Rank U. S. distribution arm would get under way immediately; that it would be headed by a Rank man from his overseas setup, who will work closely with experienced top American sales executives to be selected. Headquarters will be in New York with enough branches set up to adequately serve the country.

Rank has considered establishing his own setup in this country since 1943, and the alleged product shortage is a motivating factor in getting it started at this time, it was said. A program of about 15 to 20 features will be offered.

No Rank "show cases," as previously contemplated, are planned right now.

Norris added that a campaign will be undertaken through advertising, publicity, and exploitation to increase the name value of British stars in the U. S.

It has been known for quite some time that both Rank and Davis have been dissatisfied with the returns of their pictures from this country.

Universal-International has had first call on all Rank product, but only a few Rank pictures have been released through U-I in recent years. Some Rank product has been released by UA, Republic, Continental, and other sources.

Milton R. Rackmil, president, Universal, declared that under a long-term contract his company still has first call on any and all Rank pictures for the American market.

Universal's distribution in Great Britain is through Rank, and Universal Pictures play Rank theatres. However, the U-I distribution deal there is said to be unrelated to the U-Rank set-up over here.

Rank has long had an American company. Its president is Robert S. Benjamin, who is also board chairman of United Artists.

When the Rank American distribution organization materializes, it will give the U. S. its first such purely British agency since Gaumont British many years ago. From London, it was learned that plans for the U. S. setup were being expedited, with the matter receiving the personal attention of Davis, and members of its executive cabinet.

It was said that Harry Norris, joint managing director, Rank Overseas Film

20th-Fox Readies C'Scope Openings Of "Oklahoma!"

NEW YORK—It was announced last fortnight by 20th Century-Fox that the CinemaScope version of "Oklahoma!" which it is distributing, had been booked to open at the Mayfair on Nov. 2, exactly one month following its closing at the Rivoli in its Todd-AO medium, where it ran for a year.

The Mayfair showings are to be on a continuous, popular-priced basis.

The film company also announced that the CinemaScope version will be available for a few engagements at Thanksgiving time.

"Hey Rube!" To Spark Columbia Sales Drive

NEW YORK—"Hey Rube!", the traditional rallying cry, has been adopted by Columbia's domestic sales department as the name of a sales drive honoring Rube



JACKTER

Jackter, the company's assistant general sales manager. Announcement of the drive, which will run from Nov. 1 to June 27, was made last week by A. Montague, Columbia's general sales manager.

In his announcement, Montague pointed out that an innovation for Columbia in this year's drive will make salesmen eligible for individual awards even though their branches do not score in the competition.

The initial section of the drive will be a unit competition based on print shipments, which will close on February 28. Prizes will be awarded to the personnel of branches which top their established quotas and those branches which score in excess of 90 per cent of quota. In addition, salesmen with high individual records also will be rewarded.

In keeping with the title of the drive, all promotion material will have a circus theme. Throughout the drive a special internal house organ, "The Barker," will be distributed regularly throughout the organization.

Margie Lewis Remarries

NEW YORK—Mrs. Margie R. Lewis, publisher of "Showmen's Trade Review," and widow of the well-known industryite, Charles E. "Chick" Lewis, was recently wed to Alfred M. Lichtman, of Amsterdam, N. Y. Lichtman is president of the Mohawk Fabric Company and the Progressive Silk Manufacturing Company.

Distributors, and other Rank top officials, would spend considerable time in the U. S. during the next few months to launch the new Rank set-up.

Proxy Clash Shaping Up At Loew's Inc.

NEW YORK—It was reported last week by Dow Jones, financial news agency, that Loew's, Inc., faced the possibility of a proxy fight by two groups of dissenting stockholders for control of the company prior to the next annual meeting on Feb. 28.

One group, it was said, represented large individual shareholders and foundations controlling 200,000 to 300,000 of the 5,303,477 shares of Loew's common stock outstanding.

The other group comprises trusts and estates under the supervision of banking interests and reportedly represents holdings totaling over 1,000,000 shares.

Included in the second group is opposition to Dore Schary, production head, who base their argument on the fact that under his management little if any profit has been shown by the studio operation.

It is pointed out, according to reports, that only once since 1952 have Loew's earnings gone above \$6,000,000. That was in 1954. Earnings for the fiscal year ended Aug. 31, 1955 were \$5,300,000, or \$1.03 per share. Profits for the year ended Aug. 31, 1956, are not expected to reach that figure, since nine months' profits amounted to 51 cents per share against 88 cents in the same period of the 1955 fiscal year.

The recent election of Joseph R. Vogel to the presidency as successor to Arthur M. Loew is said to have been "one step in the plan of management to stave off an uprising of dissident stockholders and win another year of respite during which it hopes to show a sharp profit improvement."

Republic, 20th-Fox Deal Off

HOLLYWOOD—A plan whereby 20th-Fox would have distributed the product of Republic Pictures in Great Britain was called off last week by mutual consent when the companies could not reach a final understanding on terms.

William Saal, executive assistant to Republic head Herbert J. Yates, said that negotiations are now in progress with several other companies and include not only Great Britain but other parts of the world as well.

NT Earnings Dip

LOS ANGELES—Elmer C. Rhoden, president, National Theatres, stated last fortnight that net earnings of the circuit are expected to approximate 80 cents per common share for the fiscal year ended last Sept. 25. This compares with net earnings of \$1.04 per share for the year before.

Levy Exits Roxy Post

NEW YORK—Myron Levy, veteran member of the managerial staff of the Roxy, has accepted a new post with the National Broadcasting Company.

At a farewell luncheon in his honor tendered by the Roxy, managing director Robert C. Rothafel expressed his appreciation of Levy's 20-year record of service.

BIG BOX

FROM WALT

FOR THANKSGIVING!


WALT DISNEY presents

Nature's

SECRETS OF LIFE

THE MOST *AMAZING* AND *MIRACULOUS* TRUE-LIFE ADVENTURE FEATURE!

Walt Disney presents
"A Cowboy Needs a Horse"
 A novelty cartoon about a kid cowboy who conquers the west
 TECHNICOLOR



Walt Disney presents
"Cow Dog"
 A THRILL PACKED FEATURETTE ABOUT A BRAHMA BULL
 TECHNICOLOR



Print by **TECHNICOLOR** • Produced by BEN SHARPSTEEN • Written and Directed by JAMES ALGAR

Book them **NOW...**
from **BUENA VISTA!**

OFFICE... DISNEY

FOR CHRISTMAS!

WALT DISNEY

presents

Westward Ho the Wagons!

TECHNICOLOR · CINEMASCOPE

FESS PARKER · KATHLEEN CROWLEY · JEFF YORK

Screenplay By TOM BLACKBURN • Based on a Novel By Mary Jane Carr
Produced By BILL WALSH • Directed By WILLIAM BEAUDINE



And...

Now you can visit Disneyland!
For the first time on the Screen . . . All the wonders
of Walt Disney's fabulous new Magic Kingdom.

A TRIP TO
Disneyland
USA

CINEMASCOPE TECHNICAL

Skouras Chairs MPAA Committee; Exhibs Concerned Over Their Role

NEW YORK—Kenneth W. Clark, Motion Picture Association vice-president, last week appointed a "business building coordinational committee" to carry out the six-point promotional program recently put forth by the group.

Named were Spyros P. Skouras, head, 20th-Fox, chairman; A. Montague, vice-president, and general sales manager, Columbia, representing distribution; James E. Perkins, executive vice-president, Paramount International; David Blum, publicity director, Loew's International; Y. Frank Freeman, studio head, Paramount, and chairman of the west coast MPAA and Roger Lewis, advertising manager, United Artists, and all the members of the MPAA advertising and publicity directors committee, of which he is chairman.

Several theatre circuits have already praised the MPAA plan and offered complete cooperation; but some independent exhibitors have started to express concern over how and when they will be brought into the plan.

Abram F. Myers, Allied general counsel, said: "Any recovery program to be effective must begin with the theatres, which are the industry's direct points of contact with the public. The exhibitors know their audiences, young and old, and certainly are not devoid of ideas as to how best to attract patrons into the theatres. . . . When will the film company representatives get over the notion that the exhibitors cannot take a man's part in the task of saving the industry? I assume that the MPAA plan will be submitted to exhibitor groups in detail. When and if that is done it will be studied carefully and hopefully."

COMPO representatives also pointed out that if the cooperation of the entire industry, including exhibitors, is required, as it must be if the plan is to succeed, it should be secured either through COMPO or a new organization with a similar structure.

ITOO Head Blasts Sex Pictures

CLEVELAND—Following the editorial condemnation in newspapers of the showing of sex pictures in some drive-ins, Horace Adams, president, Independent Theatre Owners of Ohio, last week issued a protest against their showing in any Ohio theatre.

Said Adams, "There is no place on the theatre screens of this state for sex pictures, nudist pictures or other films which will offend public taste. . . . As president of this organization I vigorously condemn this type of film. . . . We did not back the repeal of censorship to provide a market for the distribution of this type of picture. . . . The ITOO, in fact, backed the revision of the penal code under which . . . arrests were made which strengthened the hand of local authorities in dealing with objectionable pictures."

The films involved are said to have been "Garden Of Eden," "Elysia," and "Nature Girl."

PRM Posts \$5,000,000 To Back New Division

HOLLYWOOD—Louis Chesler, board chairman, PRM, Inc., (American Stock Exchange); and Eliot Hyman, president, Associated Artists Productions, Inc., its wholly owned subsidiary, last week announced the formation of a new division of PRM with \$5,000,000 backing to finance, develop, create and package motion picture, television and theatrical enterprises.

Ray Stark was named vice-president in charge of PRM west coast operation. He was formerly vice-president of Famous Artists Corporation, a post from which he has resigned.

It was Chesler and Hyman who recently negotiated the \$21,000,000 deal acquiring negative and literary rights to Warner Brothers pictures and who offered \$50,000,000 for the MGM backlog.

The new organization will purchase interests in various production companies and in the contracts of top stars; and actively participate in co-production ventures.

Gael Sullivan

NEW YORK—Gael Sullivan, 51, vice-president, Magna Theatre Corporation, died suddenly in his home this week.

Long active in industry affairs, Sullivan was appointed executive vice-president of the Theatre Owners of America April, 1948. He held this post until Sept. 1952, when he resigned to become campaign manager for Senator Estes Kefauver, when the latter made a strong bid for the Democratic presidential nomination. Sullivan joined the Magna Theatre organization two years ago.

He is survived by his widow, Anne; two sons and two daughters.

Benson In Warners' Exec Post

BURBANK, CALIF.—Hug Benson last week was named by Jack L. Warner as assistant to Steve Trilling, assuming his executive duties at Warners studios immediately.

First Runs To Be Used In Test "Home Theatre"

PHILADELPHIA—The first Jerrold "home theatre," a cable distribution system to place first-run motion pictures, originating in the booths of local motion picture theatres, on television screens in the homes of subscribers throughout the city, is planned for installation in Bartlesville, Okla., Milton J. Shapp, President, Jerrold Electronics Corp., announced last week.

The "home theatre," engineered and developed by Shapp's company, will be installed by Jerrold for Vumore, Inc., a subsidiary of Video Independent Theatres, Inc., an exhibitor chain operating more than 150 theatres throughout the Southwest, including Bartlesville.

Shapp announced that one major Hollywood producer already has agreed to make available its first-run motion pictures. He added that negotiations with other producers are well advanced toward assuring an adequate supply of top-rated films for year-round "home theatre" operation. In a joint statement with Henry S. Griffing, President, Video Independent Theatres, Inc., Shapp said:

"The Jerrold 'home theatre' will unquestionably make it possible for exhibitors to reach an audience they have never before reached."

Adding to this concept, Griffing said:

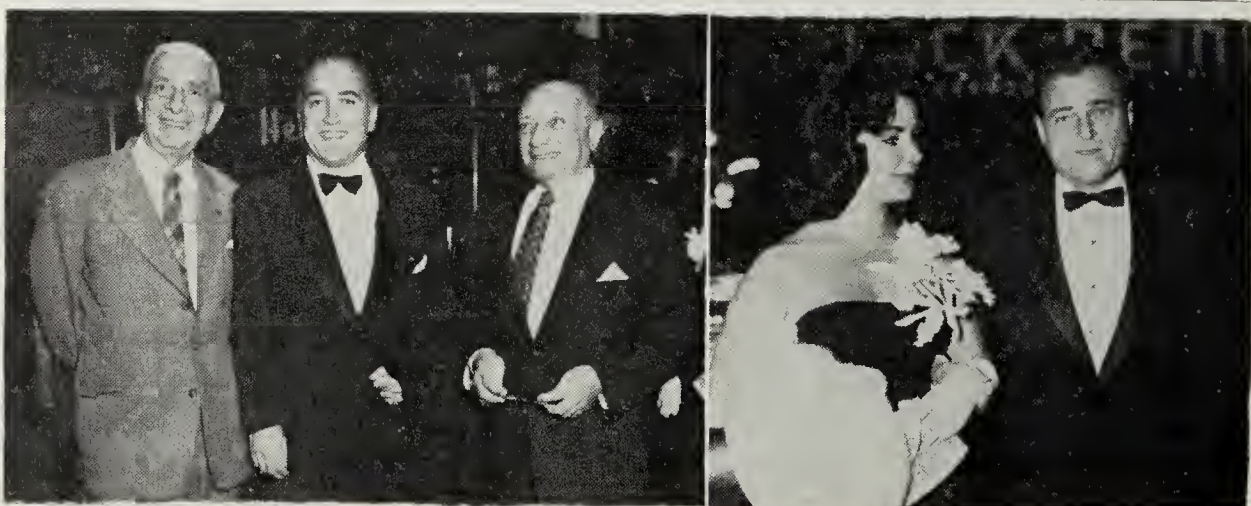
"In my judgment, development of the 'home theatre' follows a long history of progressive efforts by forward-looking exhibitors to create and develop ever new markets."

Shapp pointed out that subscribers will pay a monthly subscription charge for current motion-picture product, which will also be shown in the local conventional theatre. He said that current timetable indicates construction to be started by early spring.

Since the signals for the 'home theatre' will feed directly into the cable and, therefore, never pass through the airwaves, no permission to operate is needed from the Federal Communications Commission.

S-W Declares Dividend

NEW YORK—The board of directors of Stanley Warner Corporation has declared a dividend of 25 cents per share on the common stock payable Nov. 23, 1956 to stockholders of record Nov. 5, 1956.



Among the many celebrities and industryites present at the recent Broadway premiere of Michael Tadd's "Around The World In 80 Days," UA release in the Tadd-AO process, were, left to right, Arthur Mayer; UA president Arthur B. Krim; Herman Rabbins, National Screen Service board chairman; Elizabeth Taylor; and producer Michael Tadd. The opening was in the nature of a benefit for the Will Rogers Hospital.

SENSATIONAL!



His love affairs were fantastic . . . he took what he wanted from *any* woman—as long as she could help him make a dollar!



DEATH OF A SCOUNDREL



Written, Directed and Produced by CHARLES MARTIN

BIG TEXAS KICKOFF!

Top theatres . . . Biggest situations . . . Scores of interstate and other towns ready for the big boxoffice remières beginning October 31.



Starring

GEORGE SANDERS
YVONNE DeCARLO · ZSA ZSA GABOR
VICTOR JORY · NANCY GATES · COLEEN GRAY

Music by MAX STEINER

Distributed by
R K O
RADIO
PICTURES

SHOWMANSHIP SWEEPSTAKES

1955-56 SERIES Finalists In Contest No. 70

George Nonamaker

Editor

"Too Much" Campaign Enough For \$100 Prize

PHILADELPHIA—This week's SHOWMANSHIP SWEEPSTAKES \$100 is won by J. M. Mahon, Orpheum, Prince Albert, Sask., Canada, whose most comprehensive campaign on a Paramount picture won easily in the eyes of the judges.

WINNING ENTRY

"THE MAN WHO KNEW TOO MUCH"

Submitted by J. M. Mahon
Orpheum, Prince Albert, Sask., Canada
760 seats • 50 cents top admission
Rural and urban patronage

To start things off, we put a float in the annual travelers parade. This consisted of four teenage boys and a truck. The first boy was dressed in a straight jacket and wore a sign reading "This man don't know nuttin' from nuttin'." The second boy was dressed as a tramp and had a sign reading "This man don't know nothing." The third was dressed in a zoot suit and had a sign reading "This man thinks he knows everything." The fourth boy was "laid out" with a shroud over him reading, "This is the man who knew too much." Theatre credits, etc., were carried on sign attached to the sides of the truck.

As further street bally, we sent boys out every Saturday for three weeks prior to our opening with sandwich boards. And we had a youth in prison garb being "chased" around the streets by a phony policeman. Signs on their backs.

We erected a gallows on top of the theatre. This turned out to be a hum-dinger of a stunt; because we were asked to take it down, and did so, but not before we received radio and press coverage.

A tie-in with a men's clothing store resulted in a lobby display and some merchandise for prizes in a contest to see who could name the most pictures the titles of which began "The Man . . ." The store also advertised this contest.

We obtained some posters from the Government Workman's Compensation board showing some cartoon accident scenes and had them imprinted with the title, theatre, and playdates.

Use was made of the personal column of the local newspaper for five nights ahead of playdate with messages back and forth between a "panic stricken" couple, such as "DARLING; Am in trouble and can't take the chance of coming home. Don't try to get in touch with me. Will explain later. Love.—J. S." and "JIM:

\$750 At Stake In Play-Off Of "Alexander" Deadlock

PHILADELPHIA—The SHOWMANSHIP SWEEPSTAKES contest on "Alexander The Great," which ended last week, and on which United Artists had posted a \$750 prize for the best campaign submitted, resulted in a tie between Edward F. Meade, Shea's Buffalo, Buffalo, N. Y.; who won Contest 48; and Jack Foxe, Loew's Capitol, Washington, D. C., who won Contest 62.

This is now being played off with the contest judges' decision promised by next week when the winner will be announced.

What's the child got to do with it? Who's trying to harm us? I just don't understand. What's it all about?—D.D."

We printed up 1,000 messages reading: "Darling, I have been neglecting you lately and I would like to make a date right now for us to attend 'The Man Who Knew Too Much' playing at the Orpheum (dates), etc." These were placed in sealed envelopes imprinted, "We dare you to give this to your wife or sweetheart unopened." Then, we gave them out to all men.

We managed to garner a full page of co-op ads of an entirely "different" nature in that each photo making up the ad contained a hidden clue in the contest to identify "The Man Who Knew Too Much." Passes were awarded as prizes. There was no cost to the theatre on this.

We also managed to promote in the Prince Albert Herald an eight-column bannerline on their third page which read: "The Man Who Knew Too Much" never advertised . . . He just went broke!

A local news store had out all the books that mentioned "The Man . . ." in their titles in their window, with a card and playdates. We also had a window display in our "Co-Operators" Store and also a lobby display. And I even used my own car for extra street bally.

RUNNER-UP NUMBER 1

THEATRE SPOKE OF MERCHANTS SPONSORED STUNT

Submitted by James F. Deegan
Anthony Wayne, Wayne, Pa.
1000 seats • 85 cents top admission
General patronage

This stunt filled empty theatre seats during non-operating hours; invited new

faces to our theatre; added a little extra to the concession business; inspired local merchants to work together; gave an absolute return to merchants on their advertising investment; aroused an incentive in the merchants to work cooperatively with the local theatre; and enabled the theatre to be a good will ambassador to the community inasmuch as its residents were the participants; and it cost nothing on the theatre's part.

WCAU Radio wanted to exploit their popular radio show, "Cinderella Weekend," and approached the theatre owners of four shopping areas in their broadcasting range. Their proposition was to be given use of the theatre in each location for staging their show to live audiences one day each week in each area for a 13 week period. The live show was to be transcribed at 11 a.m. daily by direct telephone line from the theatre to the radio station and to be aired the following morning at 9.30 a.m.

WCAU would provide technical staff; installation of the telephone line; public address system; prizes from national advertisers; and, of course, the quiz-master, announcers, other personnel. Also printed admission tickets and window cards.

The theatre was to handle the cleaning staff, ushers, doormen, electrician and manager; to build necessary stage props required; furnish proper lighting for staging; and to pay for any lobby, screen or newspaper advertising.

I approached the executive board of the Wayne Business Association with this proposition; and requested that they send a letter out to their members requesting their participation.

After personally visiting and discussing with about 30 merchants, I managed to obtain enough cash commitments to buy special lobby signs, four special trailers (for a variety of copy in the 13 week period), take care of the necessary payroll for the 13 weeks, and reimburse my company for the expense of the stage props, electrical equipment, etc.

Only the merchants cooperating as sponsors of the show were provided with at least 100 tickets each week (more if requested). Handling tickets in this manner brought them to a premium, and increased the demand. I personally visited the merchants each week, distributing the following week's tickets; and found that contestants and winners of door prizes had come back to thank them for the lucky tickets. Some of the merchants placed the tickets in shopping bags or distributed them through their deliverymen. Tickets were also stamped with merchant's business stamps.

Sixty-five door prizes with a retail value of at least \$10 each were solicited from the sponsoring merchants; five of which were awarded each week in addition to the prizes given by national advertisers.

I arranged with the editor of the local newspaper to solicit a three-quarter page co-op ad announcing the start of the program. The same newspaper wrote up a personal interview with Bill Hart, the quiz-master of the show.

The local business association plugged the event in their periodic bulletins, which provided a terrific word of mouth campaign.

A few weeks after the show got under way, several merchants who hadn't been visited began to inquire with enthusiasm

about becoming one of the sponsors in order to get the benefits of its advertising strength. I intentionally limited the sponsorship to minimize the running time of a trailer and for other reasons.

I understand the cost of operating the show in the three other areas was footed by theatre interests alone, not shared co-operatively. Also, our area, Wayne, is the least populated of the four and the business section less concentrated, and, confidentially, least organized. These comparisons are made in order to show the effectiveness of handling the campaign as I did. Greater attendance at this show over the 13 week period at the Anthony Wayne also resulted.

The general feeling of the local merchants is that this was one of the most effective and gratifying campaigns ever put on in the town. With 50 merchants participating, it cost approximately \$2.00 each per week.

I sincerely think that this type of promotion in any small town will more than pay off.

RUNNER-UP NUMBER 2

UNUSUAL SNEAK PREVIEW

Submitted by Dan Wilkinson
Byrd and State, Richmond, Va.
Byrd 1396 seats; State 668 seats

75 cents top admission
General first run patronage

A "sneak preview" with a new twist was tried at both theatres which usually play day and date on a recent Tuesday night.

The picture shown was a mystery with an unsuspected ending. Because of the puzzling aspects of the story, the audience was given an opportunity to test powers of prediction and a cash prize was awarded for the most accurate solution submitted at each theatre. One question also had to be answered by each contestant.

Near the end of the picture, and just before the mystery was to be revealed on the screen, the film was stopped for a 10-minute intermission. During this time the spectators were invited to write their own ideas on the outcome of the story.

After the cards were collected, the remainder of the picture was shown.

Winners were announced and prizes awarded after the final performance of the regular current picture.

A special newspaper ad bearing a cut of a detective, and reading: "Sh-h-h... sneak preview. The title's a secret! Tonight, eight p.m.—with a different twist. It's a puzzler. \$10 cash will be awarded at each theatre to the person who most accurately predicts the outcome of the story. Get the details at the theatre. You are promised an enjoyable and interesting evening. See a swell new picture. Have fun—and test your ability as a detective; Two features, Regular prices." Similar copy advertised the preview in the lobby.

The results were business at least two and one-half times what we could have expected without the gimmicked preview. A large audience was exposed to a good picture and thoroughly enjoyed it. The stunt made an impression on the audience and caused them to talk about it; and this helped the regular engagement of the previewed film.

RUNNER-UP NUMBER 3

BACK TO SCHOOL KIDDIE SHOW

Submitted by Julius Lamm
SW Colony, Cleveland, Ohio

1500 seats • 75 cents top admission
General patronage

Some 36 merchants on Shaker Square bought 1500 children's tickets (house capacity) for a Friday matinee; and distributed them free to youngsters through their stores.

The show was a "Cartoon Carnival Party" of 15 cartoons; and the house was packed long before screen time of two p.m. Hundreds, who unfortunately did not have tickets, but got in line anyway, were turned away at the door.

Door prizes were furnished by the merchants, who also paid for the special tickets of admission; special window cards; and a special trailer.

The concession stand was almost sold out; and the whole thing was a great success.

The theatre really profited three ways. We got our full rental; did a whale of a concession stand business; and garnered unestimable good will from both the advertising and cooperation with the merchants on their stunt.

RUNNER-UP NUMBER 4

SUNSHINE CLUB

Submitted by W. F. Shelton
Louisburg, Louisburg, N. C.

500 seats • 50 cents top admission
Small town and rural patronage

Although this has been done before in various forms, this is the way we have brought a number of oldsters back to our theatre.

With the cooperation of nine of our business houses and with their advertising as well as our own, we make available Sunshine Club cards to the elderly who have attained their 65th birthday.

These cards read: "This certifies that _____ is above the required age and is hereby declared a member of the Louisburg Theatre Sunshine Club and is entitled to see any movie at the Louisburg Theatre for an admission price not to exceed 25 cents."

The cards have a six months' expiration date, so the oldsters have to go back to the store issuing it for a new card.

For both the theatre and the merchants this creates good will, plus traffic the merchant would not get; and a sense of obligation to both merchant and theatre from the card recipient. And the oldsters have taken advantage of the plan with scarcely a show going on without one or more of the card holders in the audience.

There's an important side effect. Since the elderly do not generally tolerate any tom-foolery, it has been found that their steady glares toward incipient noisemak-

Contestants are urged to watch carefully expiration dates of the offers from the film companies on SHOWMANSHIP SWEEPSTAKES awards.

Woolworth Stores Aid "Love Me Tender"


NEW YORK—More than 2,000 stores of the huge F. W. Woolworth chain will spotlight 20th-Fox's "Love Me Tender" in the first national film promotion set by the ranking five-and-dime organization, it was announced last fortnight.

The campaign, in which 18 top-flight manufacturers of Elvis Presley merchandise also will add their promotional merchandising support, will be launched simultaneously on Nov. 1 and continue for a minimum of three weeks. The drive, directed primarily at teenagers, will gain maximum playdate support for the attraction bowing in a national saturation during the Thanksgiving holiday period.

The "Love Me Tender" program formulated includes such major facets as multiple window displays in each of the 2,000 stores, in-store (counter and wall) decorations, and full cooperation with exhibitors in assorted cooperative activities.

To aid in launching store activities as far ahead of engagements as possible, 20th-Fox is supplying playdate lists to F. W. Woolworth and, simultaneously, is alerting its field force to coordinate local level campaigns.

ers have quite a steadying influence on teeners, who feel the exuberant bubblings of noisemaking or talking. A couple of gray-haired women sitting in the middle of the center section of the theatre is worth half a dozen usher patrols anytime.



\$600⁰⁰
IN
SHOWMANSHIP
PRIZE MONEY
THIS WEEK

While \$100.00-per-week will be awarded each and every week throughout the year by the SHOWMANSHIP SWEEPSTAKES editors, certain film distributors from time to time will post additional DISTRIBUTOR CASH PRIZES of \$250.00 to \$1,000.00, in order to focus attention on a particular picture.

Such DISTRIBUTOR CASH PRIZES must be posted for a period of 26 weekly issues, and if not won will be withdrawn. To qualify for a DISTRIBUTOR CASH PRIZE, a promotional stunt or campaign, in which the particular picture is the center of interest, must win a MOTION PICTURE EXHIBITOR \$100.00 weekly Prize. This will give it "o leg" on the larger prize. At the end of the 26-week period, should more than one entry have such "o leg" on the same DISTRIBUTOR CASH PRIZE, they will be re-submitted to the circuit executive judges for special judging of the one best. This one best will then receive the entire DISTRIBUTOR CASH PRIZE; or, should a tie develop it will be shared.

DISTRIBUTOR CASH PRIZE NOW IN EFFECT . . . is as follows:

COLUMBIA PICTURES

\$500⁰⁰

"Earth vs. The Flying Saucers"

(This Prize Expires December 5, 1956)

SIX REASONS* for our claim that .

There have been some chang

1 • MOTION PICTURE EXHIBITOR *alone* showed an INCREASE in "Average Total Paid Circulation" with 117 MORE than six months ago.

(Publication "A", 214 LESS; Publication "B", 753 LESS; Publication "C", 110 LESS)

2 • MOTION PICTURE EXHIBITOR *alone* showed an INCREASE in "Theatrical Exhibition-A" (Theatres and Theatre Executives) with 80 MORE than six months ago.

(Publication "A", 340 LESS; Publication "B", 431 LESS; Publication "C", 291 LESS)

3 • MOTION PICTURE EXHIBITOR *alone* showed an INCREASE in "Total Theatrical Exhibition" (All kinds) with 82 MORE than six months ago.

(Publication "A", 301 LESS; Publication "B", 319 LESS; Publication "C", 328 LESS)

4 • MOTION PICTURE EXHIBITOR *alone* showed an INCREASE in "Total Paid Circulation in the United States" with 39 MORE than six months ago.

(Publication "A", 384 LESS; Publication "B", 801 LESS; Publication "C", 217 LESS)

P. S. We thank the Theatremen whose READERSHIP made the a

Made in Trade Paper Readership!

5 • MOTION PICTURE EXHIBITOR *was tops*
during the past six months with 56.7% of all Net Paid Subscriptions purchased at "Basic Authorized Prices" or "Prices Higher Than Basic" (as compared to special 50% discounts, etc.).

(Publication "A", 54.8%; Publication "B", 19.7%; Publication "C", 30%)

6 • MOTION PICTURE EXHIBITOR *was nearly tops*
during the past six months with 94% of all Net Paid Subscriptions purchased directly "By Mail to the Publisher" (A voluntary method as compared to the possible high pressure of agents, field selling staffs, and other personal solicitations).

(Publication "A", 74.9%; Publication "B", 96.8%; Publication "C", 81.2%)

All of the above are mathematical conclusions drawn by the clerical staff of MOTION PICTURE EXHIBITOR from a contrast study of all pertinent A.B.C. Publisher's Statements, for the six month period ending June 30, 1956 as compared to the preceding six month period ending December 31, 1955. We are prepared to justify them, by delivering a set of all A.B.C. releases specified, and by spot-checking the results, at the desk of any qualified inquirer.

DON'T ACCEPT THESE "SIX REASONS" ON FAITH. MAKE US PROVE THEM!

Area Meetings For 7th Will Rogers Christmas Salute Get Underway

NEW YORK—A. Montague, president, Will Rogers Memorial Hospital, announced that exchange area meetings to start the seventh annual Christmas Salute will be conducted this year on an individual area basis. The first meetings were held last week.

According to the flexible date plan, the exchange area distribution chairmen are given leeway in setting their meeting dates to attract greater participation and attendance.

A feature of the meetings will be a standardized pre-recorded segment of talks by A. Montague, president; Sam Rosen, co-treasurer; S. J. Feldman, national distributor chairman, and M. A. Silver, national exhibitor chairman. Part of this tape recording includes a report by a Will Rogers patient who points out from his own experience the comparison between Will Rogers Memorial Hospital and others in which he had been hospitalized.

The distributor chairmen are inviting to the meetings the local exhibitor chairmen, branch managers, exhibitors, radio and television executives, equipment and accessory dealers, and allied industry executives who make up the exchange area committees.

Goal of this year's Christmas Salute is \$250,000, and 150,000 signatures on the Scrolls. The campaign will run through January 15, 1957.

Exchange area distributor chairmen for the 1956 Christmas Salute are: Albany, Max Westebbe, RKO; Atlanta, Bill Hamess, United Artists; Boston, William Kumins, Warners; Buffalo, Jack Mundstuk, Loew's, Inc.; Charlotte, J. E. Holston, 20th-Fox; Chicago, L. R. Berman, Universal; Cincinnati, R. C. McNabb, 20th-Fox; Cleveland, Jack Sogg, Loew's, Inc.; Dallas, Frank Rule, Paramount; Denver, James Ricketts, Paramount; Des Moines, David Gold, 20th-Fox; Detroit, Lloyd Krause, RKO; Indianapolis, Murray Devaney, Columbia; Jacksonville, E. C. Price, RKO; Kansas City, Joseph Neger, 20th-Fox; Los Angeles, Jack Dowd, Republic Pictures; Memphis, R. C. Settoon, Universal; Milwaukee, M. F. Halloran, Universal; Minneapolis, M. B. Adcock, Warner's; New Haven, Henry Germaine, Paramount; New Orleans, H. Duvall, Columbia; New York, Ernest Sands, Warner's; Oklahoma City, C. Hudgens, Universal; Omaha, J. H. Jacobs, Columbia; Philadelphia, Charles Zagrans, RKO; Pittsburgh, James Hendel, United Artists; Portland, Louis Amacher, Loew's, Inc.; St. Louis, Ray McCafferty, Republic Pictures; Salt Lake City, C. P. Nedley, Loew's, Inc.; San Francisco, Al Schmitken, Warner's; Seattle, Henry Huestein, Paramount; Washington, D. C., Ben Caplon, Columbia.

AB-PT Profits Rise; Ax Sagging Houses

NEW YORK—Consolidated earnings of American Broadcasting-Paramount Theatres, Inc., for the first nine months of 1956 were \$6,616,000, or \$1.53 a share of common stock, compared with \$5,286,000, or \$1.21 a share, for the same period of last year, Leonard H. Goldenson, president, reported last week.

Net operating profit for the first three quarters of this year was \$5,686,000, or \$1.31 a share, compared with \$5,254,000, or \$1.20 a share, for the first nine months of 1955. Capital gains for the nine months were \$930,000 as against \$32,000 last year. Third quarter net operating profit was \$1,484,000, or 34 cents a share, as against \$1,899,000, or 43 cents a share, in the same quarter of 1955.

Goldenson said that third quarter theatre business increased over the previous three months, although it was not up to last year's level for the same period. ABC experienced the usual seasonal decline in earnings for the third quarter, characteristic of the broadcasting industry.

He further reported that the company's program for building a stronger theatre business by disposing of uneconomic theatres is being accelerated. After thorough analysis of each theatre, a definite plan has been put into action. It includes converting properties to non-theatre use, cancellation of leases, and demolition of facilities. Through this process, he explained that assets are being converted into cash for business investments, while the earnings potential and value of the remaining motion picture theatres, are enhanced.

Goldenson said that the company's previously announced plans for entering motion picture production would begin with relatively small-scale activities. The results would determine future efforts and possible expansion, he indicated.

Fine Files \$90 Million Perspecta Sound Suit

NEW YORK—C. Robert Fine, inventor, Perspecta sound system, last week instituted a \$90,000,000 action in New York Supreme Court against Arthur Loew, Loew's International, Warners, Paramount, Fine Sound, Inc., and Perspecta Sound, Inc.

Fine claims he surrendered Perspecta stock control to Loew's in the belief that it would be exploited for the mutual benefit of all concerned. Instead, the invention was said to have been made available to others in the industry without provision for payment to Fine.

The suit cites three causes of action, each asking damages of \$30,000,000. One is against Loew individually, another against Loew and Loew's International, and the third names all defendants collectively on a charge of conspiracy.

Paramount and Warners are accused of conspiring with other defendants in using Perspecta and benefitting from it, without making payment to Fine.

Fine is said to have sold 51 per cent of stock control in Fine Sound and a subsidiary, Perspecta Sound, to Loew's International for \$40,000. He retained 49 per cent of the stock.

Filmack Ups Herschmann

NEW YORK—Max Herschmann was last fortnight appointed branch manager, Filmack's local office here. He was formerly sales manager.

N. Y. Gets Japanese Film Fair

TOKYO—The Motion Picture Association of Japan announced last week that a Japanese Film Fair would be held in New York, at the Museum of Modern Art, from January 20-25.

The New York Scene (Continued from page 8)

AWARD NOTE: As hundreds of industry executives sat on the sidelines as observers, William J. German, president of W. J. German, Inc., received the second annual Human Relations Award of the industry at a luncheon, last week at the Park Sheraton sponsored by the Joint Defense Appeal, which specializes in abating discrimination and promotes interfaith harmony.

William C. Gehring, vice-president of 20th-Fox, presented the award, a silver medallion, to German, while Harry Brandt acted as luncheon chairman in the absence of Robert Benjamin, who was ill. Entertainment was provided by comic Allan King, while glamour was supplied by Marlene Dietrich, who was a dais guest.

Others aboard the double dais were Richard Altschuler, Walter E. Branson, Jack Cohn, Ned E. Depinet, Russell Downing, Leopold Friedman, Irving Greenfield, Frederick Greenman, Arthur Krim, Louis Phillips, Gene Ficker, Walter Reade, Jr., Herman Robbins, Sam Rosen, Adolph Schimel, Abe Schneider, Fred Schwartz, Sol Schwartz, Bob Shapiro, Spyros S. Skouras, Sel Strausberg, etc.

THE METROPOLITAN SCENE: Warners had a big-to-do when it formally inaugurated the world's largest girl on the world's largest painted sign which reigns supreme over Times Square. The head belongs to Carrell Baker, who plays the title role in the forthcoming "Baby Doll," and the body belongs to a professional model who was on hand appropriately clad or unclad, as the opinion goes. The sign is a full block long and towers over the Astor and Victoria Theatres, with the film scheduled to open at the latter come December. . . . Incidentally, Meyer Berger had an interesting piece on the project in a recent issue of the Times. . . . On a recent Sunday afternoon the loudspeakers in the Trans-Lux 52nd Street began to emit amateur radio conversations from various parts of the country which surprised patrons who came to see "La Strada" no end. Investigating engineers tend to blame sunspots or something, since there were aeriels or radios elsewhere in the building. . . . All new Army draftees and the girls they leave behind have been invited to see Warners' new comedy "The Girl He Left Behind," at the Paramount as guests of managing director Robert K. Shapiro. . . . Continental Distributing's Sheldon Gunsberg has come out with another super-useful press-book on "Secrets Of The Reef," which can be used as a lobby or outdoor display.

NEWS OF THE TERRITORIES . . .

Smith Management Makes Promotions

BOSTON—Richard A. Smith, Smith Management Company, announced the appointment of Melvin R. Wintman as general manager of the company's drive-in theatre division, effective immediately. Wintman, who has been with the company since 1948, formerly served as head of all concession enterprises. In his new post, he assumes complete operation of the theatres in addition to the concessions.

At the same time, the promotion of three district managers to the newly-created posts of division managers was announced. Filling these positions will be Harvey Elliott, formerly New Jersey district head; C. R. Darby, Detroit district manager; and James F. Collins, district manager for New England and New York State.

Nathan R. Lavidor, Boston, has been named to succeed to the post of New Jersey district manager, and W. T. Alexander, former district manager, Baltimore, Md., now becomes Detroit area head.

Smith indicated that by reason of these promotions, there will be several managerial vacancies which will be filled during the winter.

Albany

Nov. 5 was set for the election by the Variety Club membership of a new 11-man crew. . . . Allied Artists held a sneak preview of "Friendly Persuasion" in the Stanley Warner Strand. . . . It was reported that Louis W. Schine, Schine circuit, Gloversville, N. Y., had reentered a New York hospital for treatment following surgery last summer. . . . A Variety Club committee visited Arthur Horn, MGM salesman, who has been hospitalized with a serious illness. . . . The former Republic exchange at 1046 Broadway was offered for rent.

Atlanta

Herbert Chacey is the new owner of the Barbour Drive-In, Louisville, Ala. . . . U-I division manager Hy Martin was a visitor. . . . The Horne, Knoxville, Tenn., is closed temporarily, according to owner O. A. Roaden. . . . James Reynolds, owner, Madison and Union Point, Greensboro,



Walter Reade, Jr., president, Walter Reade Theatres, recently presented to aide Louis B. Youmans, Lyric, Asbury Park, N. J., a special cash award for the Employee Suggestion Program instituted by the circuit. Youmans suggested the initiation of vaudeville-type shows and kiddie matinees and a system for giving the exact time of performance and picture on a small blackboard in front of the theatre.

Ga., was recovering from surgery. . . . Jack Jackson and Joe Gilmore acquired the Leonard, Cottonwood, Ala., from L. Todd. . . . The MCM circuit held a business meeting in the Arcade, Leesburg, Fla. . . . The Bohemia, Cleveland, Tenn., celebrated its 50th birthday. . . . Martin Theatres inaugurated an art policy in the Rialto, Columbus, Ga. . . . Mr. and Mrs. Perry McCown are the new owners of the West Point Drive-In, West Point, Miss. . . . Bill Cumbaa, coowner, MCM circuit, Leesburg, Fla., was elected president of the Kiwanis Club there. . . . The Tom Jones Booking Agency has taken over buying and booking for the M and O Drive-In, Enterprise, Ala. . . . The Tower Drive-In, Gadsden, Ala., closed because of poor business. . . . Martin Theatres is the new owner of the Pike and Enzor, Troy, Ala., from Ed Tomberlin.

Boston

In conjunction with the opening of United Artists' "Attack" in Loew's State and Orpheum, publicists Joe Mansfield, UA, and Karl Fasick, Loew's Theatres, held an impromptu rally at the Orpheum hailing local boy Jimmy Goodwin, who has a prominent role in the film. . . . Allen Vee was in from New York to help Red King, Boston publicist, sell theatre

Shea Circuit Shifts Execs And Managers

BUFFALO—Edward F. Meade, for 10 years in charge of advertising and publicity for the Shea theatres here and in Niagara Falls, N. Y., has been appointed supervisory manager of Shea's Buffalo, Loew's Theatres, Inc., announced recently. With the promotion of Meade, two other shifts were announced. Carl J. Rindcen, manager, Shea's Buffalo, was assigned to the management of the North Park and Kensington, and Charles A. McLeary, who has been North Park and Kensington supervisor, was appointed house manager, Shea's Buffalo.

The three men involved in the changes are all veterans of theatre operation. Rindcen began his association with Shea in 1906 and this year celebrated his 50th anniversary with the organization. He began his Shea career as a telephone boy in the old Court Street. Meade joined the Shea publicity and advertising staff in 1928. McLeary has been a Shea executive for five years. Coincidental with the above changes, Edward C. Frank, for almost 30 years superintendent of buildings and maintenance for Shea, announced his retirement.

parties and benefits to industrial firms and charities for "Seven Wonders of the World." A benefit for the Gate of Heaven parish was held last week, and Archbishop Cushing was to make one of his rare appearances at a motion picture to address the group. . . . Joseph Levine, Embassy Pictures president, announced a saturation campaign is in the offing for Embassy's forthcoming "Runaway Daughters" and "Shake, Rattle, and Rock." The bill will open in the Paramount and Fenway and some 50 other New England theatres on Nov. 28. The new cashier at Embassy is Bob Mercuri.

MAINE NEWS—E. M. Loew's Capitol, Portland, is being remodeled into Maine's first exclusive art house. Fred C. Stone, manager, expects to reopen in mid-November. A single feature with short subjects will be shown on a weekly basis. House will be renamed the New Fine Arts. John Scully, Jr., district manager, says the Capitol is the fourth theatre in Loew's New England circuit to be so converted.

NEW HAMPSHIRE NEWS—Baseball films were shown in the Scenic, Rochester, to Jimmy Fund Drive solicitors. Carl Baird, manager, awarded prizes to the



Among those present at the recent preview of Samuel Goldwyn, Jr.'s, second UA release, "The Sharkfighters," at Loew's, New Rochelle, N. Y., were, left to right, Robert Mochrie, Samuel Goldwyn office; James Olson, who makes his movie debut in the film; William Heineman, UA vice-president in charge of sales; Rafael Campos, featured in the film; James A. Mulvey, head, Goldwyn offices; and James Velde, UA general sales manager.

SAVE MONEY ON PREVUES Use Filmack's New, Deluxe

TEASERETTE TRAILER \$1.75 each

3 Frames With Copy, Photos and Off Stage Talk

IMMEDIATE SERVICE!

NO CONTRACTS NO RETURNS

Use as Prevues, Advance or Cross Plugs!

Used by many circuits **FILMACK** 1327 S. Wabash Chicago, Ill.

Drive-In Ownership Settled Out Of Court

CLEVELAND—A law suit involving the ownership of the Pearl Road Drive-In has been settled out of court, with a cash settlement to the plaintiffs, Jack Gertz, John M. Urbansky, and J. Stuart Cagney. This clears the way for the purchase of the theatre by Frank Schiessl and Alfred H. Stromeier, who have had an option on it pending settlement of litigation and of outstanding creditors.

Under terms of the settlement Schiessl and Stromeier may now exercise their option to purchase the theatre, leasing the land from the owner, James J. Barton, who henceforth disclaims ownership in the theatre.

Litigation arose over a 1949 contract between Barton and Gertz to build a drive-in on the Barton property. In 1955, no previous action having been taken, Barton entered into an agreement to build with Herbert Ochs, Ben L. Ogron, and the Berlo Vending Company. The validity of the 1949 contract was the basis of litigation.

top campaign workers. . . . Six empty Coca-Cola bottles admitted children to a special children's show in the State, Nashua, when a bicycle and other prizes were awarded. . . . The Lebanon Opera House is continuing its policy of occasional free Saturday morning shows for children under 12.

PROVIDENCE, R. I., NEWS—The long-shuttered Metropolitan, for many years one of this city's leading first-run houses, will reopen, according to tentative plans recently released. The house will offer stage attractions, on weekends only, for the time being. Whether second and third-run films will supplement the live shows could not be ascertained. . . . It was learned that the fate of the proposed drive-in at the Shipyard Shopping Center hangs in the balance as residents strive to close the shopping center itself.

Buffalo

Dorothy D'Anna, Buffalo Studio Theatres, and Alice Ward, Shoestring, Silver

COMING TO NEW YORK?

Stay at this modern 25-story hotel. All rooms outside exposure. Large, beautifully furnished rooms with kitchenette, private bath, from \$5.50 daily. Two room suites from \$9.50

SPECIAL MONTHLY RATES!

Air-conditioning & television available

Hotel **BEACON**

Broadway at 75th St., New York
Oscar Wintrab, Managing Director

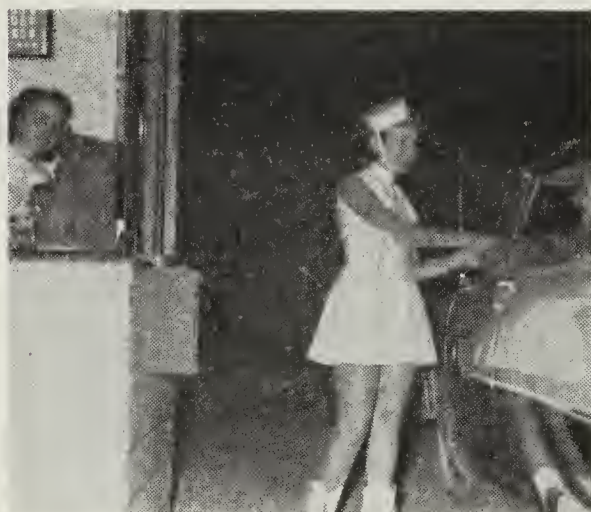
New Hampshire Paper Scores Film Advertising

MANCHESTER, N. H.—The Manchester Union-Leader has threatened to ban all theatre advertising layouts unless there is an improvement over the present "filthy" motion picture ads. In an editorial announcing its position, the paper said, "Hollywood seems to have gone beserk and is under the mistaken impression that only the depraved, only the unnatural, only the obscene in moving pictures is attractive to U. S. citizens. This is an insult to the men, women, and children of this Nation."

Creek, N. Y., acted as discussion leaders at the annual conference of the New York State Community Association last fortnight at Cornell University, Ithaca, N. Y. . . . Edward J. Wall, Paramount field representative, was in to confer with district manager Arthur Krolick on promotion for "The Mountain" and with Robert T. Murphy, Century general manager, on "War And Peace." . . . Yeshiva will sponsor a theatre party in Basil's Lafayette starting next week. . . . Eddie Meade, Shea's Buffalo manager, tied up with the Lustre-Cream Sweepstakes to name the top screen actress of the year. . . . Variety Club chief barker Elmer F. Lux has been elected president of the Western New York Chapter of the National Defense Transportation Association. . . . Frances Kinzie resigned as treasurer, Paramount, to enter the nursing profession. She is succeeded by Patricia Schroeck.

Chicago

Seventeen theatres currently are showing triple features. Among them are three B and K units, including the Belmont. . . . At the next meeting of the Chicago Motion Picture Operators union, a report will be made that more than 30 retired projectionists are now enjoying pensions from the organization. Business manager Gene Atkinson will preside. . . . "Film Forums," a new lecture series explaining different forms and types of films, will be presented this fall at Northwestern University, Evanston, Ill. Discussions will be held on 31 top pictures produced during the past few years. . . . Jack Thoma, Valencia manager, is having splendid success with Mickey Mouse parties, commencing at 11 a.m. Saturdays. Drawings are held for the children with gift awards.



The attractive young ladies shown above are indicative of those employed the past season by Paul L. Field at the East Drive-In, Auburn, N. Y.

Censorship Proposed For Ohio County

DAYTON, O.—Formation of a citizens' film censorship committee was proposed by Mathias H. Heck, Montgomery County prosecutor, following arrest of three theatremen here on charges of exhibiting an "obscene" film, "Garden of Eden," in the Sunset Cruise In. Sylvan Rothschild, general manager, Gary Gammell, house manager, and John Holokan, projectionist, pleaded innocent when arraigned before Judge Robert U. Martin of Common Pleas Court. Judge Martin set bond on Rothschild at \$1,000, and on Gammell and Holokan at \$500 each.

Sheriff Bernard L. Keiter seized the print of "Garden of Eden" Oct. 8. At a private showing two days later, Keiter and Heck termed the film "obscene." Under a year-old state law, local authorities can proceed against theatres showing films tending to encourage violations of state laws. Ohio prohibits nudist camps. Attorney James T. Cline said at the arraignment he was representing both Holokan and Local 248 of the operators' union, and that the union "does not condone this type of film."

Herbert M. Jacobson, Heck's first assistant, said the prosecutor's office "feels a representative group of citizens should be appointed on the local level to help enforce the state law with the co-operation of local theatres." He said, "Whenever there is any question about a picture, it should be brought to the attention of the committee. They could then refer the matter to local enforcement agencies." He contended that the committee would not be unconstitutional, "because it would have the full co-operation of everybody, including representatives of the film industry and film workers."

Further court action against Rothschild, Gammell and Holokan was postponed until Nov. 3.

Cincinnati

Paramount screened a reserved-seat preview of "The Ten Commandments" in the Grand. . . . A ticker display was set up in the lobby of the Keith by Bache and Company, stock brokerage firm, in conjunction with the screening of Columbia's "The Solid Gold Cadillac." Following a drawing, the winner was awarded one share of General Motors stock. . . . Janice Hoffman resigned as 20th-Fox clerk. . . . Sympathy was extended to Paul K. Wessel, treasurer, States Film Service, on the death of his three-year-old twin daughter, Kathy. The child was burned fatally when her dress became ignited while she and other children were playing in a pile of leaves in a neighbor's yard. . . . E. Cyrille Stewart, 70, widely known along Film Row for more than 25 years, succumbed to a heart attack. A native of New Orleans, he was a film salesman for many years, and, since 1944, had been with Associated Theatres, his last position being manager, Imperial. Robert Drury is his successor as Imperial manager. . . . Construction of new drive-ins has been started by Levin Brothers, Dayton, O., and O. G. Roeden and Charles Miller, Pineville, Ky. . . . Midwest Theatre

Drive-In Construction To Start Following Injunction Dismissal

CINCINNATI—A temporary injunction stopping work on a 1,500-car drive-in just outside the city limits was dismissed by Judge Charles K. Weber in Common Pleas Court, and the case will be docketed later for hearing on its merits to determine whether a permanent injunction should be granted.

The injunction is being sought by five area residents, but William T. Sheffield, attorney for Levin Brothers, Dayton, O., and the Suburban Development Company of this city, contended at a hearing that Ohio courts never have held that a drive-in theatre is a nuisance before it begins operation. County officials have issued a construction permit.

Supply is furnishing 1,000 in-car heaters for the North Star Drive-In, Dayton, O., Edward Parker, owner.

COLUMBUS, O., NEWS—Suburban Worthington passed a curfew law which forbids youths under 18 from appearing unescorted on village streets 90 minutes after sundown. Columbus, Whitehall, and Grandview Heights have similar curfew ordinances. Upper Arlington, Grove City, and Bexley are considering adoption of curfew regulations. . . . The Eagles' Lodge, Mansfield, O., purchased the Ritz there for about \$42,000. Lodge spokesmen said the theatre building, vacated about two years ago, will be used for parking. They said it has not been determined whether the building will be razed or remodeled. . . . Robert Wile, secretary, Independent Theatre Owners of Ohio, announced the signing of two new members, Elmer Shard, Emery and Monte Vista, Cincinnati, and George Turlukis, Rossville, Hamilton, O. . . . Al Sindlinger, Sindlinger Associates, will be guest speaker at the second day's luncheon of the state convention of the Independent Theatre Owners of Ohio on Nov. 14 in the Deshler-Hilton, Hotel, it was announced by Wile.

Cleveland

Frank Murphy, Loew's Theatres division manager, issued invitations to a special preview of Paramount's "The Ten Commandments" in the Ohio, where the picture is scheduled to open its local engagement on Nov. 15. . . . Paramount booker Helen Thoma resigned. . . . Mrs. Philip Kendis, the mother of Leroy Kendis, Associated Circuit executive, was seriously ill in Mount Sinai Hospital. . . . Frank Masek, National Theatre Supply manager, contracted with Bert Lefkovich, Community Circuit, to recarpet the Richmond. . . . Irving Field, who formerly operated the Burton, Burton, O., and the Cortland, Cortland, O., has joined WJW-TV as motion picture operator. . . . Funeral services were held recently for Jack Robins, vice-president, Robins Amusement Company, and youngest brother of Joe Robins, president of the company.

Jack Armstrong notified exchanges that he is reopening the Palace, Perrysburg, O., for weekend operation. . . . Rhoda Koret, former Columbia booker, quickly tired of her retired status and now is a

Film Exchange and Dealer Listing for the KANSAS CITY FILM TERRITORY

A CONTINUING SERVICE • that will be re-edited and re-published at 8-month intervals

• Film Distributors

ALLIED ARTISTS, 130 W. 18th St.—Harrison 1-2305

Br. Mgr.: Frank Thomas. Office Mgr. and Baaker: Dan Clark. Sales: Earl Ogan, Robert Carnie. Cashier: Eleanora Martin. Emerg. Phone: None.

BUENA VISTA (Disney), 114 W. 18th St.—Baltimore 1-1540

Br. Mgr.: R. R. (Tammy) Thampson. Sls. Mgr.: Marvin Galdfarb. Baaker: Dorothea Warneke. Emerg. Phone: None.

COLUMBIA, 214 W. 18th St.—Harrison 1-3892

Br. Mgr.: Thomas Baldwin. Office Mgr.: William Jeffries. Sales: Herbert Stultz, Gene Snitz, Larry Biechle. Baakers: Jack Ragan, William McIntire, Jerry Winkler. Cashier: Christine Wilson. Emerg. Phone: None. (Div. Mgr. in residence: Ben Marcus.)

DIXIE, 118 W. 18th St.—Victor 2-8498

Br. Mgr.: W. F. Gaffney. Baaker: Betty Caruso. Emerg. Phone: None.

METRO-GOLDWYN-MAYER, 220 W. 18th St.—Grand 1-2109

Br. Mgr.: T. E. Bailey. Ass't Br. Mgr.: Al Ader. Office Mgr.: James W. Witcher, Jr. Sales: Harvey Cale, Rager Leatan, Bab Johns. Bookers: Les Durland, Jahn Tange, Leonard Abrams, Robert Mauss. Cashier: Tillie Eastburn. Field Exp.: Bernie Evens. Emerg. Phone: None.

PARAMOUNT, 1802 Wyandotte St.—Grand 1-0410

Br. Mgr.: Harry Hamburg. Sls. Mgr.: Dan FASTER. Office Mgr. and Baaker: Thomas Gaach. Sales: Ray Carter, James Devlin. Cashier: Anna O'Taale. Emerg. Phone: None.

RKO, 1712 Wyandotte St.—Harrison 1-7740

Br. Mgr.: J. W. Lewis. Office Mgr.: Jahn Wangberg. Sales: E. L. Dysan, L. O. Rugler, Charles Brenner. Baakers: Helen Thomas, G. H. Janes, Bannie Aumilles. Cashier: Louise Phillippi. Field Exp.: Ralph Banghart. Emerg. Phone: None.

REALART, 120 W. 18th St.—Victor 2-8544

Br. Mgr.: R. F. Herrell. Cashier: Nina Bridges. Emerg. Phone: None.

REPUBLIC, 215 W. 18th St.—Grand 1-2390

Br. Mgr.: Waady Longan. Office Mgr. and Baaker: Ken Levy. Sales: Dwight Barin. Cashier: Ruby Pasley. Emerg. Phone: None.

20th CENTURY-FOX, 1720 Wyandotte St.—Harrison 1-7253

Br. Mgr.: J. R. Neger. Sls. Mgr.: H. B. Kinser. Sales: V. M. Skarey, Jahn Long, W. W. Sherrill. Baakers: Eric Green, Jae Bandank, William Gill. Cashier: Grace Roberts. Field Exp.: Harald (Chick) Evens. Emerg. Phone: None.

UNITED ARTISTS, 219 W. 18th St.—Grand 1-1123

Br. Mgr.: Ralph Amacher. Office Mgr.: Carl Bain. Sales: G. M. Dean, Jahn Dabsan, Martan Truag. Bookers: Robert DeJarnette, Carl Bain. Cashier: Beulah Ryan. Emerg. Phone: None.

UNIVERSAL, 1700 Wyandotte St.—Harrison 1-5624

Br. Mgr.: Morris Kelver. Office Mgr.: Lawrence T. Klein. Sales: Pat Kinnell, Hugh McKee, Roy McKittrick, Ralph Marraw. Baakers: Hank Sanday, Jean Calvert, Chuck Decker. Cashier: Ruth Hallingsworth. Emerg. Phone: None. (Dist. Mgr. in residence: Lester Zucker.)

WARNERS, 1703 Wyandotte St.—Harrison 1-4645

Br. Mgr.: Russell C. Barg. Office Mgr.: Howard C. Thomas. Sales: Jae Manfre, Jack Harris, Harald Cass. Baakers: Charles Oliver, Mary Heuelsen, Roy Hurst. Cashier: Phyllis Whitescarver. Field Exp.: Dan Walker. Emerg. Phone: None.

• Supply Dealers

MISSOURI THEATRE SUPPLY, 115 W. 18th St.—Baltimore 1-3070

NATIONAL THEATRE SUPPLY, 223 W. 18th St.—Baltimore 1-9858

Emerg. Phone: JAcKsan 3-8082.

SHREVE THEATRE SUPPLY, 217 W. 18th St.—Harrison 1-7849

Emerg. Phone: WAbash 3-0632.

STEBBINS THEATRE EQUIP., 1804 Wyandotte St.—Grand 1-0134

Emerg. Phone: DRexel 1-2791.

• Screen Trailers

NATIONAL SCREEN SERVICE, 1800 Baltimore St.—Victor 2-5893

Br. Mgr.: Louis Patz. Office Mgr.: Hazel Buell. Sales: Jack Winningham, Al Rathschild. Baakers: Alice Miller, Opal Grooms. Cashier: Hazel Buell.

• Signs, Advertising and Printing

CAPITOL FLAG AND BANNER CO., 1719 Wyandotte St.—Victor 2-8798

CAUGER, A. V. SERVICE, 10922 Winner Rd., Independence, Mo.—Clifton 2-9390

MERCURY ADV. CO., 221 W. 18th St.—Harrison 1-6364

NATIONAL DISTR., 3724 Penn St.—WE 1-0449

NATIONAL SCREEN SERVICE, 1800 Baltimore St.—Victor 2-5893

UNITED FILM SERVICE, 2449 Charlotte St.—Baltimore 1-5100

• Messenger Service

EXHIBITORS FILM DELIVERY & SERVICE, 120 W. 17th St.—Grand 1-2094

• Service Companies

ALTEX SERVICE CO., 1015 Walnut St.—Harrison 1-7330

DRIVE-IN THEATRE MFG. CO., 505 W. 9th St.—Harrison 1-8007

RCA SERVICE CO., 221 W. 18th St.—Harrison 1-6953

A SPECIAL SERVICE . . . only in MOTION PICTURE EXHIBITOR

20th-Fox's Marine Film Draws Women's Protest

DALLAS—The Dallas Federation of Women's Clubs and the Sunshine Club have protested the proposed plan of 20th-Fox to film a motion picture based on actions of Sergeant Matthew C. McKeon and the death of the six Marine recruits in a night march into a tidal swamp at Parris Island, S. C. This was on the heels of the announcement concerning the Darryl F. Zanuck production, "Parris Island."

The woman charged that plans for the film "based on the incident, with the sergeant playing himself in the picture, are morbid, macabre, and shocking to the thinking public." The resolution also claims that "such a movie, by making a hero out of a man . . . will be demoralizing and brutalizing, especially to the young and impressionable."

The resolution calls for the clubs to petition 20th-Fox to reconsider the plan, and also calls for the clubwomen "and others interested" in public morals to boycott the film should it be made and released.

part time employee of Academy Film Service Company. . . . Doris Day spent a busy day here to promote her newest picture, "Julie." She made two appearances in Loew's State, met members of the press, radio, and TV at a luncheon hosted by Loew's, Inc., attended a cocktail party staged by Columbia Records distributors, and participated in the Columbus Day parade. . . . Michael Koury, who recently purchased the Grove, Lorain, O., from the George Shenker estate, now is operating the theatre himself. John Dandrea had been operating it.

Dallas

Raymond Willie, assistant general manager, Interstate Theatre Circuit, was on the west coast looking into film bookings. . . . For outstanding service to the Dallas Society for Crippled Children, Karl Hoblitzell, head, Interstate Circuit, has been named an honorary lifetime director of the philanthropic organization. . . . The local United Artists exchange, headed by James Clemens, has won the United Artists Week Drive. Cash prizes for the leaders are topped by an award of three weeks' salary for each member of the exchange. . . . Bob Hope was to play a benefit golf exhibit at the Riverlake Country Club to aid victims of cerebral palsy. His partners were to be Governor Allen Shivers, former football star Doak Walker, and National Open Champion Cary Middlecoff. . . . Trans-Texas Theatres now maintains its general office in Dallas with Louis Novy, president, in charge. . . . Malvern S. Watson has been named office manager, Paramount, replacing Lloyd Henrick. Bob Dunn, salesman, resigned to accept a post with the Interstate booking department. He was replaced by Ralph Fry, who was previously head booker, Paramount. . . . The first Regalscope release, "Stagecoach to Fury" was screened in the 20th-Fox exchange for exhibitors and the sales staff, headed by Mark Sheridan, Bill Williams, and W. S. Miller. . . . A special screening of "Sharkfighters" was held by UA.

Newspaper Salutes Success Of Small Town Theatre

DES MOINES—The Allerton, Keystone, Ia., received considerable publicity in the Cedar Rapids Gazette, with a series of pictures and a story which outlined how a small town motion picture house helped business in a small community. The town of Keystone has 450 population and the newspaper article claimed that it probably was one of the smallest communities in Iowa having a movie house that operated three times a week every month each year.

The theatre, with 224 seats, has single shows on Saturday, Sunday, and Wednesday night and is operated by Dale and Kenneth Allers.

Denver

Voting by mail is in progress for directors of Variety Club, Tent 37. The nominating committee has placed on the ballot Duke Dunbar, Jack Felix, Henry Friedel, Dick Fulham, Marvin Goldfarb, Bill Hastings, Philip Isaacs, Fred Knill, Robt. Lotito, Paul Lyday, Bruce Marshall, Carl Miller, Mayer Monsky, Frank Norris, Jim Ricketts, Bob Spahn, Joe Stone, Bob Sweeten, George Tucker, Dick Wadley, and Jack Wodell. Eleven will be named from this list, and they, in turn, will name the officers for the coming year. . . . Bailey Distributing Company has taken over distribution of 65 Warners reissues for the Denver and Salt Lake City territories, along with "Godzilla" and several Lippert features. . . . Carlos Ferrer and Modesto Saenz, Mexico City, of Filmadora Chapultepec, were in buying supplies and conferring with Gilbert Martinez, branch manager, Clasa Mohme. The men said the outlook for Mexican films, both in the U. S. and Mexico, was very good, and that Mexican companies are using more color.

John B. McCullough, Motion Pictures Association, New York, was in calling on



Clifford Blackstock, manager, Earle, Mount Airy, N. C., recently promoted RKO's "The First Traveling Saleslady" by utilizing the services of local gal Pat Brown, Miss Osceola, Arkansas, of 1955, who served as an attractive door-to-door street bally.

Warners Elevate Southern Executives

DALLAS—Ed Williamson, Warners southwest district manager, has been promoted to midwest division sales manager, with headquarters in New York. Grover Livingston has been promoted to southern district manager here from southeast district manager.

In his new post, Williamson will supervise offices in Chicago, Detroit, Milwaukee, Des Moines, Minneapolis, Omaha, Kansas City, and St. Louis. He began with Warners as a salesman in the Memphis exchange in 1929 and was upped to branch manager there in 1942. He became branch manager here in 1950 and was named southwest district manager in 1953.

Livingston became a salesman for Warners in Oklahoma City in 1946 and was upped to branch manager in 1948. He became branch manager at Charlotte in 1950 and took the same title at the Atlanta exchange in 1955. He became southeast district manager later that year.

branch managers. . . . R. W. Buckley, recently manager, Belle, Belle Fourche, S. D., has been made manager, West, Gunnison, Colo., an Atlas Theatres house. He succeeds James Ellis, who quit to join the Air Force. . . . The Lakewood, Lakewood, Colo., is closing Jan. 1, and the building will be remodeled for other business. The house is only six years old and situated in the midst of continuing real estate development, but apparently did not catch on. . . . Larry Starsmore, Colorado Springs, Colo., Westland Theatres president, to New York on business. . . . Marvin Goldfarb, Buena Vista district manager, went east to visit other cities in his district.

Houston

A Universal exchange will be built here, with construction to start as soon as the materials arrive, according to Bob Wilkerson, southwest district manager, with headquarters at Dallas. . . . Wayne Taylor, MGM, was due here with three starlets to promote the forthcoming showing of "The Opposite Sex." The girls, Marjorie Hellen, Theona Bryant, and Betty Uitti, were scheduled to participate in a fashion show at Foley's Department Store. . . . Zsa Zsa Gabor was to appear in the Majestic in conjunction with the opening of "The Death Of A Scoundrel." . . . Palm trees have been planted at the site of the new Loew's drive-in at Sharpstown, Tex., according to Phil Brockman, who replaced Roland Connor, transferred to New England. . . . Russell Vovim was in from the Dallas office pinch-hitting for Homer McCallon, manager, Loew's State, who was on vacation. . . . Sylvia Protka, secretary, 20th-Fox, had an emergency appendectomy. . . . Leila Campise is the new cashier, Loew's State.

Jacksonville

George Krevo has been promoted from manager, Imperial, to the FST booking staff. Bill Korenbrot, local exploiteer, is now managing the Imperial. . . . Tim Crawford has shifted from managing the San Marco to the downtown Arcade. . . . The local Motion Picture Council, headed by Colonel John Crovo, has launched an

Trust Suit Stalled In Court Decision

SHREVEPORT, LA.—The lengthy anti-trust suit of Don George et al. against Paramount Pictures, Inc., was ordered returned to the motion calendar last fortnight in a written opinion handed down by Federal Judge Ben C. Dawkins, Jr.

George, who has died since the filing of the suit, and other motion picture house operators in Shreveport brought the action asking \$372,000 damages and costs, because of "agreements and conspiracy in operating motion picture business in Shreveport in violation of the Sherman-Clayton Anti-Trust Act."

Judge Dawkins, in his opinion, said the case should be returned to the motion calendar for further arguments on a plea of prescription entered in the action. Neither side has presented clear arguments in the matter, he said.

advance campaign to secure support from school officials for local engagements of Paramount's "The Ten Commandments." . . . Men and women of the industry were serving as volunteer attendants at the Cetlin-Wilson Shows for the Variety Club-sponsored Jacksonville Fair. . . . Jim Elmer Levine was exhibiting a gold-painted 1956 Cadillac as part of his ballyhoo for the run of Columbia's "The Solid Gold Cadillac" in the Florida. . . . The 1957 MPEOF convention will be staged in Miami, concurrent with the national TOA convention there.

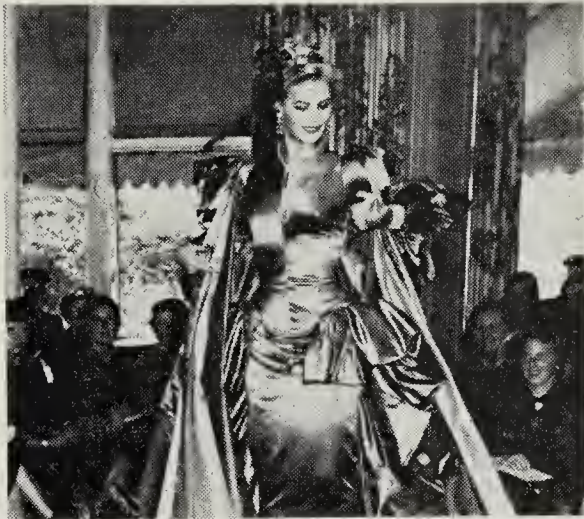
New Haven

The Hamden, Conn., Building Department issued a permit to the National Film Service Corporation for the addition of a second floor to a one-story building now under construction at 1890 Dixwell Avenue, adding \$80,000 to costs, originally figured for \$150,000. . . . The State, New Britain, Conn., was reported due to be torn down, as well as the Victory, New London, Conn. . . . Morris Rosenthal, manager, Loew's Poli, is now on sick leave and may be reached at 627-85th Street, Miami Beach, Fla., in care of P. Miller. . . . Sperie Perakos, Perakos Theatres, has been appointed to the Yale University Alumni film board, a group responsible for production of alumni films.

HARTFORD, CONN., NEWS—The new owners of the Victory, New London, Conn., formerly operated by Morris Pouzner, Hartford, disclosed plans to convert the long-dark structure into store and office space. . . . Peter Perakos, Sr., president, Perakos Theatre Associates, will visit Greece next spring. . . . Arthur Alperin, Colonial, Southington, Conn., advertised a new Grown-Ups' Night policy, excluding children under 18 on Tuesday and Thursday nights, unless accompanied by parents.

New Orleans

Mary Morris, Paramount, has replaced Della Jean Favre as WOMPI service committee chairman. A WOMPI social committee announced a dance for Nov. 9 in William Castay's Arrow Theatre Building, from 10 p.m. until two a.m. . . . Tommy



Taking advantage of the unusual costumes designed by Helen Rose, MGM is whipping up interest in "The Opposite Sex" in advance of key city openings by sending three starlets on tour to model them in special fashion shows set up for them. Here, Betti Uitti is seen at a Meier and Frank fashion show held at the Waverly Country Club, Portland, Ore.

Dunn, U-I salesman here, has been promoted to St. Louis branch manager. . . . Barney Woolner was in New York negotiating a deal to distribute a second picture in the area. . . . Harold Gains is the new counter clerk, Southeastern Theatre Equipment Company. . . . Harold Wyckoff, Paramount salesman, was recuperating from surgery. . . . Frank Olah, Star, Albany, La., and co-owner, local Skyvue, was back on the job after two weeks' hospitalization. . . . Joy's Theatres managers in southern Louisiana met with president Joy N. Houck and the home office staff in Lafayette, La., for a two day conclave. . . . Variety Club slated a costume party in the clubrooms for last week. George Nungesser, Allied Artists salesman, was chairman of the affair with Bob Saloy, office manager, Harold F. Cohen Enterprises. . . . Valerie Benson, former stenographer and booker, Southern Theatre Service, has taken a similar position with Joy's Theatres. . . . Mr. and Mrs. Perry McCown, owners, Rialto, West Point, Miss., acquired the West Point Drive-In there from Mr. and Mrs. C. C. McGahey.

New York

The Motion Picture Industry Credit Group recently added to its membership Criterion Film Laboratories, Inc., and Comprehensive Service Corporation. The group elected Joseph A. Tanney, SOS Cinema Supply Company, as chairman, and Kern Moyse, Peerless Film Laboratories, vice-chairman, to fill the unexpired term of Samuel L. Silverman, Precision Film Laboratories, who resigned. . . . For the first time in the history of The Diners' Club, a world-wide single credit card

Philadelphia March Of Dimes Headed By Edward Emanuel

PHILADELPHIA—Edward Emanuel, second assistant chief barker, Variety Clubs International, last week was named chairman of the 1957 March of Dimes campaign in Philadelphia by Ralph W. Pries, chairman, Philadelphia chapter, National Foundation for Infantile Paralysis. Emanuel served as vice-chairman of the last two March of Dimes campaigns in Philadelphia.

Voting Instructions Offered In Theatres

NEW ORLEANS—Theatres throughout the state are cooperating with other communication media in exhibiting an educational film designed to instruct Louisiana voters how to use the balloting machines in the Nov. 6 election. The situation in this state is complicated by an unusually lengthy ballot and the fact that the voting machines are new to many voters in small towns and even to some in the larger cities.

James M. McLemore, state custodian of voting machines, lauded exhibitors for their many civic contributions in the past and stated that he was confident that state officials could look forward to their continued help on this occasion, inasmuch as theatres are the best medium through which to reach many people who would not be available to other sources.

The film was produced and is being distributed by Commerce Pictures without charge of any kind, including transportation. Floyd P. Murphy has charge of the distribution.

plan for restaurants, hotels, and other services, members are now able to charge for a film presentation, "Around The World In 80 Days," Rivoli. . . . A total of \$26,000 was raised for the Will Rogers Memorial Hospital at the benefit premiere of "Around The World In 80 Days." . . . Mel Gold Productions, Inc., has acquired the third floor of the Capitol Theatre Building to increase facilities. . . . Edward Morey, Allied Artists vice-president, has been reappointed chairman, Motion Picture Division, Community Service Society of New York, whose campaign through November has a goal of one million dollars.

Philadelphia

When students of West Chester, Pa., presented petitions bearing over 3,000 signatures and requesting a re-run of two James Dean features, Ray Powell and Vince Olanin, co-managers, SW Warner, quickly complied with the requests, and the films played to the sixth highest Friday and Saturday gross in the past year. . . . United Artists publicist Max Miller went to Washington to meet Karen Steele, starred in "The Sharkfighters," who was en route to the world premiere of the film at Norfolk, Va. . . . Franklyn Pease has been showing a lot of ancient, retitled "fast buck" product in the New Broadway, and was reported booking it from Samuel Cummins, New York. . . . Charles Beilan, Warners branch manager, was in Hahnemann Hospital for observation. . . . Rube Shor, president, National Allied, was in Hahnemann Hospital for observation.

HARRISBURG, PA., NEWS—In bally for 20th-Fox's "The Best Things In Life Are Free," Senate manager B. J. Bispeck conceived a letter-writing contest that paid big dividends, he reports. Contestants were invited to write a letter of 25 words or less to the Senate on which recording of the film's title song they liked best and why. The contest was promoted through Caplan's music department and over the city's radio and TV stations.

Phila. MPA Elects Officers, Plans Benefit

PHILADELPHIA—The Motion Picture Associates of Philadelphia held an election meeting in the MGM screening room last week. Norman Silverman was named president. Other officers are Joseph Engel, vice-president; Edward Adelman, treasurer; David Law, secretary; and Sylvan Cohen, solicitor. New directors are George Beatty, Eli Epstein, Dave Supowitz, Jack Greenberg, Al Davis, Lester Wurtele, Maxwell Gillis, Bill Doyle, and Milt Young. Sam Diamond has one year more to serve; and Charles Zagrans has two years more to serve.

The MPA will hold a special benefit on Nov. 25 at the eight p.m. showing of Cecil B. DeMille's "The Ten Commandments" in the Randolph. No tickets will be sold to the public for this performance. Tickets are priced at \$5.00 and \$10.00 each, with the latter seats reserved. The amount of \$7,800 was pledged for tickets as soon as the benefit was announced.

Tribute was paid, in the course of the meeting, to the late Albert M. Cohen, former solicitor of the organization who died recently.

The group now has 179 members in the sales and allied fields of the industry and is assisting a number of its members handicapped by illness and advancing years, as well as several exhibitors who have suffered reverses. The MPA was organized through the efforts of Jay Emanuel, publisher, MOTION PICTURE EXHIBITOR, in 1940.

READING, PA., NEWS—The Laurel, in suburban Laureldale, has reopened. The Laurel has been closed, on and off, for some time, and the property was offered for sale some time ago. . . . For the 19th consecutive week, Sinking Spring Drive-In manager Carleton E. Degenhart paid a \$50 fine and \$14.80 in costs for Sunday showing in violation of the law. The township is getting enough theatre revenue now from the fine to avert a threatened tax increase, and reports are that the public, resenting the persecution of the theatre, is flocking there every Sunday in steadily increasing numbers.

Pittsburgh

Joseph Birocco has installed new Simplex X-L projectors in the Garby, Clarion, Pa. . . . Philip Bordonaro, IATSE officer at New Kensington, Pa., Local 444, as president of the AFL Allegheny-Kiski Valley Central Labor Council, announced the merger in the near future of the AFL Council with the Allegheny Valley Industrial Union Council, CIO. . . . Esther Williams was to be here to exploit U-I's "Unguarded Moment." . . . Uncle Sam drafted SW assistant short subjects booker John Bongiorno. . . . Frank Bryan and Frank Engel, new operators, Casino, state that the remodeling program for the burlesque house cost them in excess of \$70,000. . . . Bill Way has withdrawn from duties with Mid-State Theatres, the Howard Thompson circuit with headquarters at Clearfield, Pa., it was reported. . . . The Nixon is expected to roadshow "Around The World In 80 Days" next spring. . . . Hymie M. Wheeler, United Artists salesman, be-

Theatre For Development Considered By Principals

LANCASTER, PA.—Members of the Community Center Commission discussed the possibility of incorporating a theatre in the new project in the course of a meeting held recently, but no decision was reached. Donald Oenslager, American National Theatre and Academy, was authorized to determine the cost of a plan that would include an open stage and auditorium on one side of the building and a permanent theatre on the other.

The Commission is seeking cost estimates and preliminary plans for a building containing 60,000 square feet of space.

came a grandfather. . . . Steve Rodnok, Sr., Oakmont, Pa., theatre owner, underwent surgery in Presbyterian Hospital. . . . John Moriarity, SW auditor here for a number of years, was transferred to the New York office. . . . The RKO package of 742 feature movies will make its debut Nov. 19 on KDKA-TV with "This Land Is Mine." . . . Warners' Jack Kalmenson was in Montefiore Hospital.

St. Louis

The Joy, Pawnee, Ill., reopened under the management of Tom Hawbecher, who also operates the Roxy, Stonington, Ill. . . . Despite favorable weather for drive-ins prevailing this fall, many are closing earlier than usual. . . . Tom Bloomer, Belleville, Ill., a past MITO president, represented the exhibitor group at the funeral of former TOA president Alfred Starr in Nashville, Tenn. . . . Russ Russo, manager, Ambassador, was to leave to open a new Cinerama house at Cleveland. His successor in the Ambassador was to be announced shortly. . . . The Lincoln, Springfield, Ill., a Fox Midwest unit, is undergoing intensive improvements. . . . Rose Tucker joined Paramount as booker and stenographer.

The Florine, Flora, Ill., owned by Mr. and Mrs. Larry Spalding, has been reopened. . . . Izzy Wienshienk, Publix Great States district manager, Alton, Ill., recently underwent an emergency appendectomy. . . . The Lyric, Farina, Ill., was recently reopened by Mr. and Mrs. Art Madden. . . . A testimonial luncheon for Joseph A. Feld, who retired recently as 20th-Fox circuit sales and assistant man-



This lobby tie-up with Bache and Company, stockbrokers, was made recently in connection with the opening of Columbia's "The Solid Gold Cadillac," Stanley Warner Mastbaum, Phila.

Variety Names Crew; Charity Drive Starts

PHILADELPHIA—Variety Club, Tent 13, held its annual election of officers last week at a meeting in the Bellevue-Stratford clubrooms. Attorney Sylvan Cohen was named chief barker, succeeding Maxwell Gillis. Other officers are Lester Wurtele, first assistant; Harry Romaine, second assistant; Gene Tunick, treasurer; and Mickey Lewis, secretary.

Mike Felt, Ted Schlanger, Jack Greenberg, Dave Supowitz, Sam Diamond, and Cecil Felt were named to the crew, and Mike Felt was named convention delegate.

Cohen was named chairman of the charity drive for the benefit of the Tent's camp for handicapped children. Ten awards, valued at \$12,500, including 10 cars, are on this year's list of prizes.

ager after 38 years' service, was held in the ballroom of the Coronado Hotel last week. . . . C. D. Hill, Columbia branch manager, hosted a luncheon for Rube Jackter, assistant general sales manager, in the Park Plaza Hotel last week.

Salt Lake City

Ted J. Kirkmeyer, manager, Ogden and Egyptian, Ogden, Utah, for the past 16 years, has been appointed manager, Uptown, Salt Lake City. Kirkmeyer is a member of Ogden Chamber of Commerce, director of the Ogden Kiwanis Club and the Utah Symphony Orchestra, and a member of St. Benedict's Hospital advisory board.

San Antonio

Tom Mills, long-time projectionist, Majestic, is now on the retired list. . . . Louis Santikos, owner, Olmos, is on a trip to his native Greece. . . . The Broadway, operated by the Interstate, was closed here on Sunday to complete installation of Todd-AO equipment before last week's opening of "Oklahoma!" . . . William Blankenship, manager, Josephine, and Douglas Naylor, manager, Woodlawn, are sharing the general managership of Tom Sumners Theatres, recently vacated by Bobby O'Donnell, who went to Dallas as head of the Empire Pictures Distributing Company. . . . One of Hollywood's Flying Squadrons for Eisenhower and Nixon was to be here for a "Bandwagon Review," with George Murphy as master of ceremonies. Other stars to be included were Irene Dunne, Jeanette MacDonald, Gene Raymond, Leo Carrillo, Ward Bond, and possibly John Wayne. . . . Ramiro Ayala, projectionist, National, was married to Inez Pachecho. . . . Lester Ketner has been named an acting sales agent in the south Texas area for Astor Pictures, Dallas.

The Yank, Austin, Tex., operated by Eddie Joseph Theatres, has been reopened with a new outside snack bar of the glass-brick type. . . . Frels Theatres, Victoria, Tex., announced that construction has been started on a new 1,000-car drive-in. . . . The Center Drive-In Company, Omaha, purchased the Bel-Aire Drive-In, Corpus Christi, Tex. Owners of the purchasing company are Russell Brehm, Roman Hruska, and Herman S. Gould. Gould and his wife will manage the Bel-

Aldermanic Committee Asks Review Power

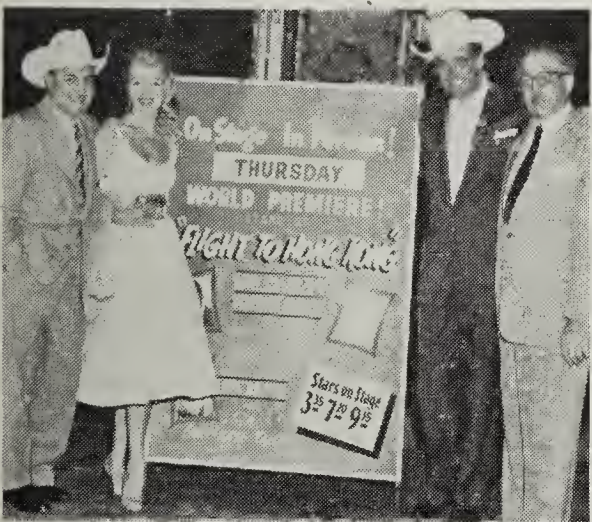
ST. LOUIS—The Aldermanic Legislative Research Committee among other suggestions to the Board of Aldermen, last fortnight included one that the aldermanic body should consider establishing a Motion Picture Board of Review. The purpose of this body, it was said, would be to view motion pictures and grade them according to accepted standards to be set up by the aldermen.

In its report, the Committee stated that it recognizes the "evils of censorship" and doesn't believe in banning movies or periodicals merely because they are "distasteful" to certain segments of the population. However, it did express the belief that a "great contribution to moral breakdown in our youth is the laxity of moral standards in publications and movies." The Committee is composed of Aldermanic President Donald Gunn, chairman; Alderman Anton Niemeyer, vice-president of the Board; James W. Noonan, majority floor leader, all Democrats; and Eugene P. Walsh, director of research.

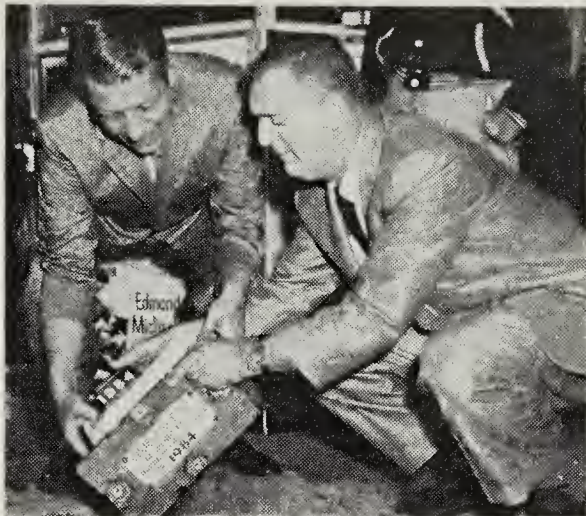
With the presidential, senatorial, congressional, and state elections scheduled for Nov. 6, and half of the aldermen, the Mayor, and other city officials coming up for election next April, it would appear that so controversial a subject as municipal censorship will not get very far in the months immediately ahead.

Aire until spring. . . Mr. and Mrs. Herbert A. Kearley, Sr., celebrated their 45th wedding anniversary. Mrs. Kearley has been manager of Phil Isley's Canyon Drive-In, Snyder, Tex., for more than six years. . . The Iris, Austin, operated by Eddie Joseph, has been closed for an indefinite period.

The Arts, the city's only art house, which was shuttered early this summer by Lone Star Theatres, may remain closed. It would be taken over by a group of local players. . . Staff Sergeant Noel Herrera, husband of Beatrice Herrera, receptionist, Aztec exchange, was recently killed in an accident in California. . . Tex Ritter was the guest of honor at the sixth annual Gary School Round Up at the high school building, Gary, Tex. . . Hans Smith has started the construction



The recent world premiere of United Artists' "Flight to Hong Kong," Texas, San Antonio, was attended by, left to right, producer Victor Orsatti, and stars Dolores Donlon and Rory Calhoun, seen being greeted by theatre owner William O'Donnell, right.



William Kanefsky, manager, Studio, Philadelphia, and Councilman Samuel Rose are seen burying a time capsule in front of the theatre recently. This was an effective publicity stunt for Columbia's "1984."

on the first unit of a new twin drive-in at Irving, Tex. Smith is owner of the Irving and the 183 Drive-In. Equipment has already been purchased from the Hardin Theatre Equipment Company. . . Genaro G. Garcia, projectionist who suffered a heart attack recently, is now back at the booth of the Majestic. He was, at one time, president, San Antonio Projectionists Local 407.

Seattle

A benefit performance for Variety Club's Heart Clinic was to be held today (Oct. 31) in the Blue Mouse of "Oklahoma!" . . . Jack J. Engerman announced that Northwest Releasing has signed up Benny Goodman and his orchestra, including vocalists, for a tour, with Nov. 21

HENRY FRIEDMAN
Realtor and Insurance
Specializing in Theatre
Real Estate and Insurance

(Member Main Line Board of Realtors)
17 W. Lancaster Ave., Ardmore, Pa. GR 7-5730

HAYCO COVERS

Custom made for all makes and models of theatre chairs.

JACK HAYES SEATING SERVICE
ONE MONICA PLACE, BALDWINVILLE, N. Y.

PROGRESSIVE ELECTRIC CONSTRUCTION CO., INC.

240 N. 13th STREET • PHILADELPHIA 7, PA

Theatre Installations
and Maintenance

THEATRE FOR LEASE

500-seat Tipton in Tipton, Pa. Only theatre in town of 2500 population. Complete in every detail with air conditioning, CinemaScope screen, modern new front. Apartment in theatre building also available with lease. Perfect for family type operation. For details write
EARLE THEATRE, Allentown, Pa.

THE MOTION PICTURE ASSOCIATES . . .

are proud to announce a
SPECIAL SHOWING of
CECIL B. DeMILLE'S

"THE TEN COMMANDMENTS"

Sunday evening, November 25
at 8 P.M.

Randolph Theatre

12th and Chestnut Streets, Philadelphia, Pa.

Help this completely charitable organization which unselfishly renders assistance to less fortunate members in our industry to "sustain the living and dignify the dead."

For INVITATIONS, contact any member of the Motion Picture Associates—or phone:

DAVE LAW, Warner Bros., RI 6-9530

SAM DIAMOND, 20th Century-Fox, WA 2-2828

This advertisement sponsored by

NEW JERSEY MESSENGER SERVICE

305 N. 13th Street, Philadelphia, Pa.

LOmbard 3-3944

The A-MAN Corner

Theatre managers . . . assistant theatre managers . . . theatre advertising and publicity men . . . film buyers . . . film bookers . . . circuit executives . . . maintenance and equipment engineers. IF you* are looking for a job, . . . or IF you* are looking for a man, . . . just describe your needs in 25 words or less and send to "The A-MAN Corner." Add your name and address. Names and addresses will be published unless a box number is requested. All such "classified ads" will be published in three consecutive issues and then dropped. If success does not crown an original effort, it can be repeated through a new application after a 60-day interval.

This completely new EMPLOYMENT SERVICE is available to ALL theatres without reservation. It is not necessary to subscribe to MOTION PICTURE EXHIBITOR to avail yourself of this service. No other industry trade paper offers it! And it is completely FREE!

*A (WO)MAN is also welcome . . . but in this preponderantly male business, she should specify her sex.

HIGH CALIBER SHOWMAN. Proven ability all phases. Top references. Now employed. Desire relocate Florida or nearby southeast. Drive-In or conventional. Available on short notice. BOX A1017, c/a M. P. EXHIBITOR, 246 North Clarian St., Phila. 7, Pa.

OPENINGS FOR DRIVE-IN THEATRE MANAGERS from now until next spring. Unusual opportunity for high earnings. Sales work, commission basis. Details free. PEARCE PARKHURST ENTERPRISES, P. O. Box 542-E, Lansing 3, Mich. (1017)

WANTED, Projectionist, married. Post posters, maintain grounds. Car, gas furnished. Park trailer or live grounds free. N.W. Florida coastal city D-I. Send photo. Hunt, fish spare time. \$150 monthly. Wife may sell tickets \$50 monthly. BOX A1024, c/a M. P. EXHIBITOR, 246 North Clarian St., Phila. 7, Pa.

MANAGERIAL POSITION OPEN, first run deluxe theatre in South. Want experienced exploitation man or woman. Advise qualifications, references, salary required, marital status. Send small snapshot. BOX B1017, c/o M. P. EXHIBITOR, 246 North Clarian St., Phila. 7, Pa.

MANAGER OF KEY CIRCUIT THEATRE seeks salary and percentage arrangement with drive-in or conventional operation. A-1 references. BOX A1031, c/a M. P. EXHIBITOR, 246 North Clarian St., Phila. 7, Pa.

THEATRE MANAGERS WANTED for conventional and drive-in theatres open entire year in New Jersey. Top salary. Many benefits including retirement plan, group insurance and hospitalization. Apply Walter Reade Theatres, Mayfair House, Deal Road, Oakhurst, New Jersey or call KELLagg 1-1600. (1024)

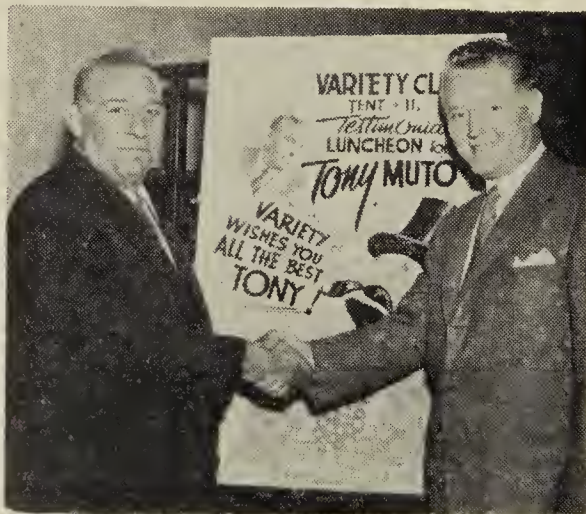
Address all
correspondence to—

The A-MAN Corner

Motion Picture Exhibitor
246 N. Clarian St., Philadelphia 7, Pa.

set as the date at the Orpheum, here. Other dates include Portland, Vancouver, B.C., and Spokane. . . . The popular Rendezvous, gathering place for hungry Film Row workers, has been closed for remodeling. . . . Joe Liliquist, formerly of Paulsbo, Wash., has moved to Moses Lake, Wash., where he will take over as manager for the Cherokee Circuit. His father has taken over the Paulsbo operation. . . . Gillespie's Rio, Burlington, Wash., reopened.

Reville Kniffin, 20th-Fox assistant division manager from Los Angeles, was in town for a meeting with branch manager Chilton Robinett and salesman. . . . Gordon Wallinger, Allied Artists' salesman, returned from a trip through the eastern part of the state. . . . Charles Rosemeyer, Buena Vista, was in Portland last week on business. . . . Helen Reynolds, Saffle's Theatre Service, returned from a weekend in Yakima. . . . Celia Blatt, 20th-Fox booker, returned from a long week-end flight to La Jolla. . . . "Oklahoma!", in the new Todd-AO process, will open on Nov. 1, at the Blue Mouse, following the Variety's Club's northwest premiere benefit show the preceding night. Tickets are now available along Film Row. . . . "Friendly Persuasion" was well received in a sneak prevue at the Music Hall. Allied Artists' publicist Jack Leewood is



Variety Club of Washington, Tent 11, recently paid tribute to Tony Muto at a farewell luncheon at the Willard Hotel, Washington. Muto is leaving his local 20th-Fox post to become a producer for the company in California. Orville Crouch, right, chief booker, is seen bidding Muto farewell.

Staid Art Theatre Mobbed By Children

ROCHESTER, N. Y.—Walt Disney's "Fantasia" has been a hit in a new run at the Cinema here, but not quite in the way that the management envisioned when the picture was booked. No sooner were the doors open than the theatre was filled with children, hordes of very small people demanding non-existent popcorn, candy, and pop.

The management's insistence that "Fantasia" is a picture for music-loving adults and not for the young fry proved to be at variance with the boxoffice results. Children, who must be accompanied by adults at the Cinema, filled the place for two Sunday afternoon showings and when the management suggested to the line-waiters outside that they go home and escape a downpour of rain, the crowd refused to budge. The previous day, the theatre had been filled for every performance. The second weekend was another good one, but the management noticed that children were tapering off and more adults were coming.

"We were flabbergasted when we first saw all those children," said Selmour Nusbaum, Cinema manager. "In the last couple days it has been more the way we thought it would be, with the adults in the majority. A child has to be at least 10 or 12 years old to enjoy it. It can't hold the interest of the smaller ones." The fact that no popcorn is available at the Cinema, with its quiet, intimate atmosphere, disgusted the kids, Nusbaum reported.

in the northwest for a week to 10 days to set up a huge radio, newspaper and merchant tie-up campaign for the film which will open Nov. 8 at the Music Box.

Washington

In Petersburg, Va., Morton G. Thalheimer, owner of four theatres there, appeared before City Council and made an appeal for a reduction in the amusement tax. Council agreed to study the situation.

"Prose To Screen" Exhibit Ends After Long Run

ROCHESTER, N. Y.—"From Prose to Screen," a striking exhibition of still camera photographs on display in the picture gallery of the Dryden, in George Eastman House, has closed after arousing much interest. The collection included scenes and photographs of stars from bygone movies based on literature and introduced the new Dryden Theatre Film Society Series on movies adapted from books. It was arranged by George Pratt, assistant to James Card, Eastman House film curator.

In the free matinee series, last fortnight, the Dryden showed "Dr. Mabuse," which was made in Germany in 1922 with Fritz Lang directing. The Eastman House only lately acquired a print of this film, which for many years was as elusive as the title character himself, according to the theatre staff.

EVERYTHING FOR THE THEATRE

- ★ PUSH BACK CHAIRS
America's Finer Seating
- ★ MARQUEES AND SIGNS
- ★ FINE CARPETING
- ★ PROJECTION AND SOUND
EQUIPMENT

And for the Drive-In

- ★ The New RCA-170 LAMP
Delivers 30% more light than the 135 Amp. models—FOR THAT ADDED LIGHT ON the BIG TOWERS . . .
- ★ THEATRE ENGINEERING
- ★ DRIVE-IN CONSTRUCTION
- ★ PACKAGE DRIVE-INS
AND ON RCA LIBERAL
FINANCE TERMS

ELMER H. BRIENT & SONS, INC.

925 NEW JERSEY AVENUE, N.W.
WASHINGTON, D. C.

BUENA VISTA

Secrets Of Life

EDUCATIONAL
75M.

(Technicolor)

ESTIMATE: Commendable educational effort; dubious entertainment subject.

CREDITS: A Walt Disney True-Life Adventure. Produced by Ben Sharpsteen. Written and directed by James Algar. Narrated by Winston Hibler. Music by Paul Smith. Photographed by Stuart V. Jewell, Robert H. Crandall, Murl Deusing, George and Nettie MacGinitie, Tilden W. Roberts, William A. Anderson, Claude Jendrusch, Arthur Carter, Fran William Hall, Jack C. Couffer, Roman Vishniac, Donald L. Sykes. Time lapse photography by John Nash Ott, Jr., Stuart V. Jewell, William M. Harlow, Rex R. Elliott, Vincent J. Schaefer. Special process, Ub Iwerks; animation effects by Joshua Meador and Art Riley.

STORY: This is an authentic story of nature's secret world, of her strange and intricate designs for survival; and her many methods of perpetuating life. Many flowers, ants, bees, fish, microscopic life in water, finally a volcano are shown.

X-RAY: This is a remarkable nature subject with many scenes made possible through the development of new photographic techniques and through the skill and patience of many scientist-photographers. It unfolds in interesting, even fascinating manner; but for sustained feature length, despite its general educational excellence, does seem a trifle long. The editing, combining with the subject matter of a remarkable musical score, intelligent commentary, all enhance the film; but we question its boxoffice potency as an entertainment medium. It is certainly well worth anyone's seeing; but outside of art spots and the big city first runs, where it may get by as a secondary feature, we are afraid it will not get the reception it deserves. The last reel, that of the earthquake, is in CinemaScope.

AD LINES: "Wonder Film Of All Time"; "Secrets Of Life Revealed Before Your Very Eyes"; "Greatest Of All Disney True-Life Adventures."

Yang Kwei Fei

DRAMA
92M.

(Eastman Color)

(Japanese-made) (English titles)

ESTIMATE: For the art spots.

CAST: Machiko Kyo, Masayuki Mori, So Yamamura, Eitaro Shindo, Sakae Ozawa, Haruko Sugimura. Directed by Kenji Mizoguchi; produced by Masaichi Nagata and Run Run Shaw.

STORY: Emperor Masayuki Mori cannot forget the death of the Empress whom he loved dearly and the efforts of those around him to divert him to others is rebuffed. So Yamamura, a military officer hoping for a higher post, introduces him to Machiko Kyo, who resembles the late Empress. He begins to enjoy life again and they are much in love. Her three sisters are given titles and an ambitious cousin is made a minister. Soon higher taxes imposed on the suffering people cause much discontent. Yamamura though promoted is not satisfied, and he revolts and leads an army against the Emperor. Eventually the people also revolt, as do the guards of the emperor, and he is forced to surrender the life of Kyo to the malcontents as well as those of the sisters and the cousin. Peace is restored after their deaths.

X-RAY: This entry is beautifully mounted and the usual high quality color that the Japanese are so adept at is to be found here. As for the story it is slow and at times insufficient, and there seems to be much ado about very little. The

MOTION PICTURE

EXHIBITOR

SERVISECTION

The original Pink Section evaluations of features and shorts

Published weekly by Jay Emanuel Publications, Inc., Publishing office: 246-248 North Clarion Street, Philadelphia 7, Pennsylvania. New York: 229 West 42nd Street, New York City, West Coast Representative: Paul Manning, 8141 Blackburn Avenue, Los Angeles 48, California. Jay Emanuel, publisher; P. J. Greenhalgh, general manager; Albert Erlick, editor; Max Cedes, business manager; George Frees Nonemaker, feature editor; Mel Konecoff, New York editor.

SECTION TWO
VOL. 57 • No. 1

OCTOBER 31, 1956

charm and cuteness that is usually found in entries of this nature may please those who make it a habit to attend the art and specialty spots. The performances and direction are average. The screen play is by To Chin, Matsurtaro Kawaguchi, Yoshikata Yoda and Masashige Narisawa.

AD LINES: "A Beautiful Tale Of Times Of Old"; "The Customs And Habits Of The Ancient Orient"; "Lovers Of Unusual Films Should Highly Appreciate This Exciting Import."

COLUMBIA

Papa, Mama, The Maid And I

COMEDY
94M.

(French-made)

(English titles and narration)

ESTIMATE: One of the better French farces should do okay in art houses.

CAST: Robert Lamoureux, Gaby Morlay, Fernand Ledoux, Nicole Courcel, Louis De Funes, Jean Tissier. A Champs-Elysees Production; directed by Jean-Paul Le Chanois.

STORY: Robert Lamoureux, only son of Fernand Ledoux, meets "the maid," Nicole Courcel, niece of attractive matron Gaby Morlay, who resides in the same apartment house in which he lives. Being without a job, Ledoux sets up an office for Lamoureux in their apartment, where, naturally, he continues to see his sweetheart. He dare not divulge the fact he is head over heels in love because he has no clients. Finally, Courcel takes a job as a maid to win over Ledoux, which she does, and everything works out well for all.

X-RAY: This decidedly lightweight farce is, of course, best suited for art spots. It is a pleasant, humorous, home life story that will please. The cast, unknown over here, does well. In addition to English titles, Claude Dauphin delivers an off-screen English narration, which is an asset. Scenario is by Marcel Ayme and Pierre Very with some music by Georges Van Parys.

AD LINES: "A Saucy French Farce Of Modes, Manners, and Morals"; "A Delightful Spoof Of The French Middle Class"; "New French Farce With That Decidedly Frenchy Flavor."

Rogues Of Sherwood Forest (1072)

ROMANTIC ADVENTURE
MELODRAMA
80M.

(Reprint)

ESTIMATE: Reissue is okay adventure programmer.

CAST: John Derek, Diana Lynn, George Macready, Alan Hale, Paul Cavanagh, Lowell Gilmore, Billy House, Lester Matthews, William Bevan, Wilton Graff, Donald Randolph, John Dehner, Galvin Muir, Tim Huntley, Paul Collins. Produced by Fred M. Packard; directed by Gordon Douglas.

X-RAY: When first reviewed in THE SERVISECTION of June, 1950, it was said: "There is ample battling in this swash-buckler to satisfy the younger audience element. Cast is okay and pace and interest are evenly maintained. George Bruce wrote the screen play from a story by Ralph Bettinson, and the title should aid."

TIP ON BIDDING: Re-issue price.

AD LINES: "Thrills With The Son Of Robin Hood"; "Great Adventures Of The Son Of Robin Hood"; "The Son Of Robin Hood In New Thrilling Exploits."

The Seventh Cavalry (121)

OUTDOOR
MELODRAMA
75M.

(Print in Technicolor)

ESTIMATE: Okay outdoor meller.

CAST: Randolph Scott, Barbara Hale, Jay C. Flippen, Jeanette Nolan, Frank Faylen, Leo Gordon, Denver Pyle, Harry

Here is a Service to —

YOU

Investigate Its Worth!

A COMPLETE LINE OF . . .
THEATRE OPERATING FORMS
AND MANAGEMENT SYSTEMS

— are always in stock for prompt shipment

Ask for SAMPLE SHEETS!
Sold ONLY to Subscribing Theatres by
EXHIBITOR BOOK SHOP
246-248 N. Clarion Street, Philadelphia 7, Pa.

Carey, Jr., Michael Pate, Donald Curtis, Frank Wilcox, Pat Hogan, Russell Hicks, Peter Ortiz. Associate producer Randolph Scott. Produced by Harry Joe Brown; directed by Joseph H. Lewis.

STORY: Randolph Scott, a captain in General Custer's Seventh Cavalry, returns to his post with fiancée Barbara Hale, daughter of Colonel Russell Hicks. Scott finds the fort empty save for a few women and soldiers. He learns how Custer was wiped out by the Indians, and is scorned for having been away from his command, unable to convince the others that he received verbal orders to fetch Hale. When Hicks receives orders to retrieve the bodies of Custer and his officers for proper burial, Scott volunteers for the dangerous mission, requesting that the men in the fort prison be assigned to him, commanded by Sgt. Jay C. Flippen. Scott finds that he is in as much danger from some of them as from the Indians. At the Fort, courier Harry Carey, Jr., returns from a mission to verify Scott's story. Carey rides out to inform Scott he is cleared, using the twin of the horse that Custer rode. At the burial grounds hundreds of Indians lineup to attack the soldiers. Carey is killed, but the horse gallops on to reach Scott. The Indians think the spirit of Custer has returned on his horse and permit the men to depart safely. Scott receives Hicks' blessings to wed Hale.

X-RAY: This is another in the Scott series of dependable outdoor action shows which has that screen veteran performing well in all departments, especially when it comes to action, and it will be accepted as have his other films. It should round out the program in okay fashion with a fairly interesting yarn, adequate performances and average direction and production. The use of color helps. The screen play is by Peter Packer, based on a story by Glendon F. Swarthout.

TIP ON BIDDING: Program rates.

AD LINES: "Randolph Scott Charges The Sioux And Cheyenne Battle Lines"; "The World Called Him A Coward . . . His Woman Knew Better"; "Ripped From The Action-Packed Pages Of History."

Ten Tall Men (119) MELODRAMA 97M.

(Reissue)
(Color by Technicolor)

ESTIMATE: Reissue is good adventure yarn.

CAST: Burt Lancaster, Jody Lawrance, Gilbert Roland, Kieron Moore, George Tobias, John Dehner, Nick Dennis, Mike Mazurki, Gerald Mohr, Ian MacDonald, Mari Blanchard. Produced by Harold Hecht; directed by Willis Goldbeck.

X-RAY: When first reviewed in *THE SERVICESECTION* of November, 1951, it was said: ". . . Entertaining, suspenseful, and interest-holding. The pace is fast, the acting creditable, and the production and direction okay. The screen play is by Roland Kibbee and Frank Davis from the story by James Warner Bellah and Willis Goldbeck."

TIP ON BIDDING: Re-issue price.

AD LINES: "Lusty, Gusto, Raring To Go!"; "That Foreign Legion Breed Of Man; That 'Beau Geste' Brand Of Greatness!"; "Legion Of Thrills With The Foreign Legion In Action."

To The Ends Of The Earth MELODRAMA 109M.

(Reissue)

ESTIMATE: Reissue is high rating meller.

CAST: Dick Powell, Signe Hasso, Maylia, Ludwig Donath, Vladimir Sokoloff, Edgar Barrier, John Hoyt, Marcel Jorunet, Luis Van Rooten, Fritz Lieber, Vernon Steele, Peter Virgo, Lou Krugman, Eddie Lee, Ivan Triesault, Leon Lenoir, Peter Chong, George Volk, Robert Malcolm, Commissioner Harry J. Anslinger. A. Sidney

Buchman production; directed by Robert Stevenson.

X-RAY: When first reviewed in *THE SERVICESECTION* of January, 1948, it was said: "Based on files of the Treasury and its Narcotic Bureau, this entry is exciting, suspenseful, and well-done. It builds in suspense, and comes through with a smashing climax. Performances are very good as are the direction, production and camera work. The show compares very favorably with other documentary-type films detailing the work of federal law enforcement agencies, and the variety of authentic locales adds to the overall value of the film."

TIP ON BIDDING: Re-issue price.

AD LINES: "Based On Hitherto Secret Files Of The U. S. Treasury And Its Bureaus Of Narcotics, Customs And Coast Guard"; "When The Last Petals Of The Poppy Fall Violence And Intrigue Stalk"; "Around The World On The Trail Of Narcotics."

The White Squaw (116) WESTERN 75M.

ESTIMATE: For the lower half.

CAST: David Brian, May Wynn, William Bishop, Nancy Hale, William Leslie, Myron Healey, Robert C. Ross, Frank de Kova, George Keymas, Roy Roberts, Grant Withers, Paul Birch, Wally Vernon, Neyle Morrow, Guy Teague. Produced by Wallace MacDonald; directed by Ray Nazarro.

STORY: May Wynn, half-breed daughter of Indian chief Frank de Kova, and George Keymas observe rancher David Brian and his sons, William Leslie, Myron Healey, and Robert C. Ross attempting to poison waters used by the Indians as rancher Paul Birch remonstrates with them. Keymas seriously wounds Birch. De Kova turns over some money to Wynn sent to him over the years by her white father, whose identity has been kept secret, and she uses it to try and buy cattle for the starving Indians from rancher William Bishop. De Kova reveals Wynn's real father is Birch, and she goes to him for help only to find he has died. His all-white daughter, Nancy Hale, is shocked by the will which gives half the property to Wynn and agrees to destroy the will and reject Wynn. Brian beats Bishop for trying to help the Indians, and he and his sons scatter the cattle, killing one of the hands. De Kova finds a duplicate will, and it is filed with the Indian agent. Keymas kills Healey when he tries to romance Wynn, and she is blamed and jailed. At the conclusion, Brian meets his end in the Indian village, Keymas confesses his killings as he lies mortally wounded, Hale accepts her sister, and Wynn and Bishop look for a future together.

X-RAY: Things never get dull from an action viewpoint if not from a story viewpoint, because there is always something happening, riding and shooting or fist fights. The pace is quick, but much of the yarn is familiar. The story is fair, and the acting, direction, and production average. It will be okay as filler for the lower half. The screen play is by Lee Savage, Jr., based on a novel by Larabie Sutter.

TIP ON BIDDING: Lower rates.

AD LINES: "She Was Half-Indian And Half-White—But All Female"; "The Arrow-Flaming Story Of The Heroine Of The Badlands"; "The Fighting Woman Of The West."

MGM

Boom Town (704) MELODRAMA 120M.

ESTIMATE: Reissue has the names and excitement.

CAST: Clark Gable, Spencer Tracy, Claudette Colbert, Hedy Lamarr, Frank Morgan, Lionel Atwill, Chill Wills, Marion Martin, Minna Gombell, Joe Yule, Curt Beis. Produced by Sam Zimbalist; directed by Jack Conway.

X-RAY: When first reviewed in *THE SERVICESECTION* of August, 1940, it was said: "This looks like a sure-fire money maker. It has plenty of top marquee names, and the film is packed with exciting entertainment . . . There is plenty of he-man action and some real fisticuffs in this story of the ups and downs of wildcat oil operators . . ."

AD LINES: "Brought Back For You To Enjoy Once More"; "Rivals In Oil—And Women"; "One Of The Screen's All Time Great Melodramas Returns In All Its Bigness."

The Teahouse Of The August Moon COMEDY 123M.

(CinemaScope) (Metrocolor)
(Filmed partially in Japan)

ESTIMATE: Highly amusing entry.

CAST: Marlon Brando, Glenn Ford, Machiko Kyo, Eddie Albert, Paul Ford, Jun Negami, Nijiko Kiyokawa, Mitsuko Sawamura, Henry Morgan. Directed by Daniel Mann; produced by Jack Cummings.

STORY: Marlon Brando is Okinawan interpreter and general handyman for Colonel Paul Ford. Brando annoys Ford with his ready excuses and lazy ways. At this time Captain Glenn Ford is transferred to Ford's command and he has high hopes for him until he finds out that Glenn Ford has a history of costly errors in the service. He was an associate professor prior to entering the service. Colonel Ford assigns him to a small town in the interior to follow a prepared plan for bringing democracy to the people and sends Brando along as interpreter. Gifts made by the inhabitants give Ford the idea to have them make the items for possible GI consumption which would make the village economically sound. Among the gifts is geisha girl Machiko Kyo, and despite his protests she remains. When the other women object to special privileges shown her Ford arranges for her to give them geisha lessons. The villagers request Ford to build them a teahouse instead of a prescribed school and he surrenders not only to their logic but also to their easy and gracious way of life. One day Colonel Ford asks for a report by phone and Captain Ford seems to make little sense, so he sends Captain Eddie Albert, a psychiatrist, to check. Albert becomes involved when his hobby of organic agriculture is needed by the villagers, and soon he too is at peace with the world. Meanwhile the handicrafts have not sold and all seems lost until Ford discovers that the villagers turn out a remarkable brandy from sweet potatoes, and soon there is a continuing demand from every armed forces installation on the island. Soon the teahouse is completed and a party celebrates the event. Colonel Ford arrives for an inspection and is promptly convinced he will never make a general and orders Captain Ford under arrest, and the still and teahouse destroyed. At parting time Kyo admits her love for Ford but she realizes nothing can come of it. Colonel Ford suddenly receives word that a congressional committee is on its way to inspect this wonderful example of American-type know-how in the village and that both Fords are now heroes. Brando almost magically has the teahouse and the distillery restored by the villagers and everything is in readiness for the inspection.

X-RAY: There's lots of fun to be found in this amusing entry of our occupation

forces abroad, specifically on Okinawa. In addition to supplying laughter and good times there are also heartwarming moments of tenderness. The excellence of the performances of such people as Glenn Ford, Paul Ford, and Marlon Brando contribute much to the success of the film that was based on a hit stage play of the same name by John Patrick, as does the fine direction and superior production. Most viewers should love and appreciate the proceedings on screen, and the reputation of the stage hit should be a factor in the boxoffice success of the vehicle. Mark it up as a better show for family audiences. Patrick did the screen play, and the story is based on a book by Vern J. Sneider.

TIP ON BIDDING: Higher rates.

AD LINES: "Life Would Not Be Complete Until A Visit Is Made To 'The Tea-house Of The August Moon'"; "There's Never Been A Film Like This One"; "People Who Have Waited For Years For A Superior Comedy Lifted From The Legitimate Stage Are To Be Rewarded."

REPUBLIC

Daniel Boone, WESTERN
Trail Blazer (5513) 76M.
(Trucolor)

ESTIMATE: Mediocre western for the lower half.

CAST: Bruce Bennett, Lon Chaney, Faron Young, Kem Dibbs, Damian O'Flynn, Jacqueline Evans, Nancy Rodman, Freddy Fernandez, Carol Kelly, Eduardo Noriega, Fred Kohler, Jr., Gordon Mills, Claude Brook, Joe Ainley, Lee Morgan. Produced by Albert C. Gannaway; directed by Gannaway and Ismael Rodriguez.

STORY: Bruce "Daniel Boone" Bennett and his family move from North Carolina to the town of Boonesborough, built by Bennett in Kentucky in the heart of Indian territory. The Shawnee, led by renegade Kem Dibbs, wipes out half the party, including Bennett's oldest son. Attempting to warn the rest of the party, traveling a different route, Bennett is captured by the Indians, led by his blood brother, Lon Chaney. Chaney agrees to talk peace, sending his two sons to get Bennett's representatives. The young Indians are waylaid by the treacherous Dibbs, who then convinces the Indians that it was white man's work. One of Chaney's sons is only wounded and is cared for by the settlers, hoping he will tell his story to Chaney. The Indians attack, the chief's son dies, but Bennett, via a ruse, exposes Dibbs' deceit. Chaney kills the traitor and the valley is at peace.

X-RAY: This is strictly for the lower half. Acting, production, and direction are uneven, and there are few surprises. There is some action and some rather slow stretches, and every now and then folk singer Faron Young sings a folk song. His singing is better than his acting. This is fare for the least discriminating moviegoer and most confirmed western fan. The screen play is by Tom Hubbard and Jack Patrick. Songs include "Dan'l Boone," "Long Green Valley," and "Stand Firm In The Faith."

AD LINES: "Blazing Action As The Most Famous Fighting Frontiersman Of Them All Conquers A Savage Wilderness"; "Behind Every Tree . . . An Indian In Ambush."

A Strange Adventure MELODRAMA
(5537) 70M.

ESTIMATE: For the lower half.

CAST: Joan Evans, Ben Cooper, Marla English, Jan Merlin, Nick Adams, Peter Miller, Paul Smith, Emlen Davies, Frank

Wilcox, Thomas B. Henry, John Maxwell, Steve Wayne. Associate producer, William J. O'Sullivan; directed by William Witney.

STORY: Ben Cooper, young hot-rod enthusiast, falls for out-of-town gal Marla English, and innocently becomes involved with her and her two associates, Jan Merlin and Nick Adams, in the robbery of an armored-car in which the driver is killed. He is forced at gun point to use his hot rod as getaway car and drive them to a mountain hideout in the high Sierras. Cabin owner Peter Miller, his sister Joan Evans, and Cooper are held prisoners as the killers block every avenue of escape. When help finally arrives, everyone in the cabin is so on edge that Merlin goes trigger happy, shoots at Evans as she tries to escape, and is in turn killed by an electric company superintendent. Adams gives himself up, but English tries to further implicate Cooper by saying he has hidden the money so they could go away together. Cooper is cleared when the money is found where Adams had cached it. Cooper and Evans clinch.

X-RAY: With a youthful cast this meller generates quite a bit of excitement, and there is plenty of action. The scenic background of California's high Sierras is also mighty beautiful, but due to the tired subject matter this will find its niche on the lower half in most instances. This was written by Houston Branch. This bears a Legion of Decency "B" rating.

AD LINES: "Captives Of A Killer In The High Sierras"; "Trapped In A White Nightmare As Terror Rides The Mountain Top And A Killer Threatens"; "Thrills, Tense Action, Dramatic Suspense."

20TH-FOX

The Third Man MYSTERY MELODRAMA
(667) 104M.

ESTIMATE: Reissue is excellent film of its type.

CAST: Joseph Cotton, Valli, Orson Welles, Trevor Howard, Bernard Lee, Ernst Deutsch, Erich Ponto, Sigfried Breuer, Wilfrid Hyde-White, Paul Hoerbiger. Produced and directed by Carol Reed. A David Selznick-Alexander Korda presentation.

X-RAY: When first reviewed in THE SERVICESECTION of February, 1950, it was said: "A thrilling entry deals in top-grade suspense and mystery, this should garner much attention both by word of mouth, as well as at the boxoffice with its excellent acting, superb photography, direction, and production. The pace is finely established and well-maintained to give maximum results. While the story is no great shakes as far as originality is concerned, all of the other factors more than put the film over. A word or two of praise should be forthcoming on the background and mood music provided entirely by a single zither, and the result is very effective. The cities should do very good biz with this, while smaller situations should find the reaction better than average. Graham Greene wrote the story and the screen play." This was filmed in Austria. It was first released through Eagle Lion by S.R.O.

TIP ON BIDDING: Re-issue price.

AD LINES: "Don't Miss This Thrill-Packed Mystery"; "Mystery, Murder, Suspense"; "A Masterpiece In Suspenseful Screen Entertainment Brought Back To Thrill You Once Again."

THE SERVICESECTION is the only service of its kind giving a full coverage, listing, and reviews of all features and shorts in the domestic market.

UNITED ARTISTS

Around The World COMEDY
In 80 Days MELODRAMA
173M.

(Todd-AO)
(Eastman Color)
(Print by Technicolor)

ESTIMATE: Fabulous entertainment.

CAST: David Niven, Catinflas, Robert Newton, Shirley MacLaine plus bit appearances by Charles Boyer, Joe E. Brown, Martine Carol, John Carradine, Charles Coburn, Ronald Colman, Melville Cooper, Noel Coward, Finlay Currie, Reginald Denny, Andy Devine, Marlene Dietrich, Luis Miguel Dominguin, Fernandel, Sir John Gielgud, Hermione Gingold, Jose Greco, Sir Cedric Hardwicke, Trevor Howard, Glynis Johns, Buster Keaton, Evelyn Keyes, Beatrice Lillie, Peter Lorre, Edmund Lowe, Victor McLaglen, Col. Tim McCoy, A. E. Matthews, Mike Mazurka, John Mills, Alan Mowbray, Robert Morley, Edward R. Murrow, Jack Oakie, George Raft, Gilbert Roland, Cesar Romero, Frank Sinatra, Red Skelton, Ronald Squires, Basil Sydney, Harcourt Williams. Produced by Michael Todd; directed by Michael Anderson; associate producer, William Cameron Menzies.

STORY: In 1872, gentleman David Niven makes a wager with others in his club in London that the world can be traveled in 80 days and he sets out to prove it with newly-hired valet Catinflas. When a railroad tunnel is blocked in France, he buys a balloon and they land in Spain, where Catinflas must fight a bull before they are given a yacht to speed them to Marseilles for their boat connection. At Suez, Scoland Yard detective Robert Newton, is convinced that Niven is the man who robbed a bank in London, and follows them until they can be arrested with a warrant. In India they are almost mobbed when Catinflas mistreats a sacred cow. Later they rescue Indian princess Shirley MacLaine from being sacrificed and she joins them on their trip. In Hong Kong Newton gets Catinflas drunk, and he is separated from Niven; but they are miraculously rejoined in Japan. They arrive in San Francisco and catch a cross country train for New York, which comes under Indian attack and Catinflas is taken prisoner. He is rescued by Niven and others before he is burned at the stake, and the delay causes them to miss their boat. Niven bribes a South American bound skipper to change his course. The vessel runs out of fuel so Niven buys it and burns nearly everything on board to keep up the steam. When they dock Niven is arrested by Newton and jailed. He is later released when the real culprit is caught, but by then the time is up. The next morning Niven and MacLaine realize they are in love and plan to wed when Catinflas discovers that they have gained a day by making the trip from east to west and Niven arrives at the club just in time to collect the wager.

X-RAY: Delightful fun for young and old alike is to be found in this lavish and tremendous production that maintains interest on high despite its long running time, which passes rapidly. The settings and background fly by quickly after the point is made in each individual location, of which there are many, and interest is at a peak in each sequence. It's a little difficult to point out particular scenes and places because they all melt into one great big bundle of entertainment that will win immediate public approval and applause. Word-of-mouth will be a big factor in attracting audiences. Seldom has there been seen such a variety and number of costumes, people and places in any

one film, and yet its entertaining identity isn't lost in the movement. Helping to maintain this elusive quality are the talents of David Niven, who plays his part with just the right touches of seriousness and comedy, and Cantinflas, who is superb as his valet. The latter might be termed a modern-day Charlie Chaplin as far as comic talent is concerned, and many will opine that he steals the film. Of course a great attraction for the public will be the appearance of the several score top personalities who make brief but telling appearances. Since they appear at all times during the film, audiences will remain alert awaiting their arrival. The direction of Michael Anderson must receive much credit for the wonder of it all, as must scripter S. J. Perelman, who has taken the Jules Verne classic and made much of it entertainingly and with high humor. Put all this together, photograph it in attractive Eastman Color and process it in wide and high screen Todd-AO and you've got an outstanding piece of film entertainment of which producer Michael Todd might indeed be proud.

TIP ON BIDDING: Highest rates.

AD LINES: "There's Never Been Film Entertainment Quite Like This Before"; "The Entertainment Masterpiece They Are All Talking About"; "Fun For All The Family In This Biggest And Most Lavish Entertainment Of Them All."

The Sharkfighters

DRAMA
73M.

(Samuel Goldwyn, Jr.)
(CinemaScope) (Made in Cuba)
(Technicolor)

ESTIMATE: Okay programmer holds interest.

CAST: Victor Mature, Karen Steele, James Olson, Philip Coolidge, Claude Akins, Rafael Campos, George Neise, Nathan Yates, Jesus Hernandez, Lorin Johns, David Westlein. Produced by Samuel Goldwyn, Jr.; directed by Jerry Popper.

STORY: Lieutenant Commander Victor Mature takes over a Cuban mission searching for an effective shark repellent. His wife, Karen Steele, sets up house-keeping in nearby Havana. Mature watches a series of tests made with copper acetate conducted by Philip Coolidge, ichthyologist. Coolidge is cautious, refusing to announce that the solution is safe until absolutely sure, but Mature is impatient, believing that enough tests have been made and that they have the answer. On one test run, Rafael Campos, young native helper, falls overboard and is attacked by sharks. The repellent does not work and he is killed. Mature is heart-broken but realizes they must search all the harder for the right repellent. Experiments indicate that the copper acetate solution in combination with the inky octopus fluid might be the answer. Tests are successful, but Mature realizes that it must be tried with a man in the water. He undertakes the job himself, armed only with a knife. The sharks won't enter the repellent area. Mission is accomplished.

X-RAY: This is interesting primarily because of its almost documentary flavor. The sharks make frightening villains and the efforts to defeat them create some good suspense. This documentary flavor might also be one of the film's weaknesses, as it seems at times to detract from action and concentrate on words. Performances are satisfactory with Mature suitably grim. It will fit into the program and interest fans of service films for it shows an aspect of the war seldom considered. Technicolor photography is fine, with some excellent CinemaScope shots of sharks in action. Screen play is by Lawrence Roman and John Robinson.

AD LINES: "The Killer Of The Sea Had To Be Stopped, But How?"; "This, Too, Was War . . . War Against The Deadly Shark."

ENGLISH FILMS

Is Your Honeymoon Really Necessary

COMEDY
70M.

(Brenner)
(English-made)

ESTIMATE: Pleasing bedroom farce.

CAST: Diana Dors, David Tomlinson, Bonar Colleano, others. Directed by Maurice Elvey; produced by Advance Films, Ltd.

STORY: An American naval officer comes back to England on a new assignment, bringing his bride with him for a honeymoon. His old orderly insists on "spilling the beans" about his former marriage to blonde Diana Dors. When Dors, still wed to him according to English law, makes an appearance, demanding a cash settlement before again taking leave of the apartment, the officer sends an S.O.S. for his English barrister. Before the night is over, the barrister has fallen for Dors; the orderly entangled with the housekeeper; and all misunderstandings straightened out between the officer and his new bride. However, a WAVE whom he left behind in Honolulu, arrives at the last minute to further complicate the honeymoon.

X-RAY: This English-made bedroom farce unwinds merrily with quite a few belly laughs despite the fact that it is a trifle old-hat what with an over-abundance of running in and out of rooms, slamming doors, sleeping in bathtubs, etc. Big asset, of course, is Diana Dors, who is now over here, and can be sold. She stacks up as okay.

AD LINES: "A Chucklesome Comedy Teaser"; "See England's 'Marilyn Monroe'"; "The Blonde Bombshell At Her Glamorous Best."

FOREIGN

The Doctors

DRAMA
92M.

(Union Films)
(Kingsley International)
(French-made) (English titles)

ESTIMATE: Good entry for art spots.

CAST: Raymond Pellegrin, Jeanne Moreau, Jean Chevrier, Fernand Ledoux, Jean Dubucourt, Robert Porte, Mary Marquet, Bernard Dheron. Directed by Ralph Habib; a Phil Graetz production.

STORY: Among the musical students at a Paris hospital are Raymond Pellegrin, who is an expert at treating ills but who places little value on human emotions, and Jeanne Moreau, who is attractive, efficient, but with a care for the feelings of her charges. There is an attraction between them, but she refuses his aims at physical romancing. During summer recess she goes home and he goes to assist country doctor Fernand Ledoux, after his other assistant Robert Porte had failed to win over the area's peasants. Although Pellegrin becomes popular with them, a number are still mistrustful and there is much needless suffering and death. He would like to see Porte get a position with the government and goes to see the father of Moreau who has influence, but winds up seeing Moreau instead. He convinces her that he does love her and they part with every expectation at seeing each other again. Pellegrin returns with good news for Porte only to find that Ledoux has died and that he must decide

whether to return to the Paris hospital or remain as a country doctor. He decides to stay.

X-RAY: This import concerns itself with young men and women learning the science of doctoring, their experiences, teaching and their private lives as well. The subject provides much in the way of interest and the French medical world and its people and patients are dissected and observed. In doing so drama, excitement, suspense, and romance are uncovered. Art house audiences should like what they see. The cast is very good as is the direction and production. The screen play is by Maurice Auberge based on the novel by Andre Soubiran.

AD LINES: "The Deepest Of Human Passions Exposed Before 'The Doctors'"; "The Story The Censors Couldn't Stop"; "The Story Of The Parisian Medical World."

French Can Can

MUSICAL
93M.

(United Motion Picture Organization)
(French-made) (English titles)
(Color by Technicolor)

ESTIMATE: Interesting import.

CAST: Jean Gabin, Francoise Arnoul, Maria Felix, Jean-Roger Caussimon, Franco Pastorino, Giani Esposito, Philippe Clay, Valentine Tessier, Lydia Johnson, Jean Paredes, also featuring Edith Piaf, Patachou, Jean Raymond, and Andre Claveau. Directed by Jean Renoir.

STORY: In the exciting 1880's in Paris Jean Gabin owns a cabaret. The star attraction is Maria Felix, who also romances Gabin outside of business hours. One night, he, she, and several friends, Jean-Roger Caussimon and Prince Giani Esposito, go slumming in Montmartre and are intrigued by an old fashioned dance called the "Can Can" danced by the patrons. Young attractive Francoise Arnoul catches Gabin's eye, to the displeasure of her boy friend Franco Pastorino as well as of Felix. The next day his creditors foreclose and he is without job or money. He is impressed with the restaurant and dance in Montmartre and arranges for financing from Caussimon to open a spot to attract upper class clientele. He persuades Arnoul and some of the other girls to practice the Can Can until they have it perfect. Before opening he is injured in a fall and jealous Felix persuades Caussimon to withdraw his funds. When Gabin emerges from the hospital all he has left is Arnoul, who is being pursued by Prince Esposito. He gives her jewelry and the deed to the defunct restaurant. Gabin builds a show around Arnoul and the Can Can and the restaurant is completed. After a few more complications are ironed out the show is on and its a rousing success.

X-RAY: This has Gallic charm, vim and vigor, to say nothing of pretty gals and ze Can Can. Don't take it too seriously and there a lot of fun to be had. Art and specialty patrons should appreciate its Continental vivaciousness and naughtiness, its humor, and its music and dancing, as well as the tried and true yarn with variations and the capable emoting and performances by the cast, the colorful routines and production, etc. Too much effort won't have to be exerted on its behalf with specialized audiences for it sells itself. The screen adaptation and dialogue are by Jean Renoir from an idea by Andre Paul Antoine. The entry is enhanced by the use of color by Technicolor.

AD LINES: "It's Naughty But Nice"; "Every Red-Blooded Gal Should Learn How To Do The 'Can Can'"; "It's Got An Excitement All Its Own."

Marcelino

DRAMA
90M.

(United Motion Picture Orfanization)
(Filmed in Spain) (English titles)

ESTIMATE: Interesting, charming import.

CAST: Pablito Calvo, Rafael Rivelles, Antonio Vico, Juan Calvo, Jose Marco Davo, Adriano Dominguez, Juan Jose Menendez, Mariano Azana, Joaquin Roa, Isabel de Pomes, Rafael Calvo, Jose Prada, Fernando Rey, Jose Nieto, Carmen Carbonell. Directed by Ladislao Vajda. A Charmartin Production.

STORY: St. Marcelino's Day is being celebrated in a Spanish village as a priest visits a sick child and he tells him the story of how it came about. One day years back three friars came to the mayor of the town and begged permission to rebuild a ruin into a monastery which would benefit the entire countryside. Despite opposition from his deputy, he agrees and before long twelve friars are in residence. Several years later a baby is abandoned at the gate and when they can't find the mother or suitable parents to adopt, they keep and raise the youngster themselves. He is christened Marcelino (Pablito Calvo). At the age of five he has captivated all of the monks and they tolerate his pranks. He is warned against venturing into the attic but one day does go there and sees the figure of Christ on the cross. He returns again and again with food, wine, and they talk. Christ agrees to grant him one wish in return for his kindness and the lad wishes that he could be with his mother who is in heaven. The monks take note of his activity and they are in time to see the boy's wish being granted and he goes to heaven.

X-RAY: Charmingly-done with lots of warmth and heart-felt emotion, this import should find favor with art and specialty audiences. Of particular value are the characterizations of the youngster Pablito Calvo, who will capture all in the audience, and those who surround him. The story holds interest on high and the direction and production are good. Mark it down as a better import suitable for all kinds of audiences in this category. The screen play is by Jose Maria Sanchez-Silva and Ladislao Vajda.

AD LINES: "The Story Of A Boy And A Saint"; "The Lad Of A Thousand Charms"; "A Heart-Warming Story Of A Boy And His Twelve Fathers."

MISCELLANEOUS

Bagdad After Midnight

BURLESQUE
60M.

(Sonney)

ESTIMATES For exploitation, burlesque spots.

CREDITS: Produced by George Weiss. Directed by Phil Tucker. No cast available.

STORY: A vaudeville actor who does a juggling and ball riding act is anxious to take a trip some place. A travel agent books him for free passage on a cattle boat, and he winds up in the Orient, where he gets mixed up with the Shah, brother of the travel agent, and is catapulted into a harem where the beauties dance for him and keep him entertained.

X-RAY: Evidently made on a shoe-string budget with burlesque patrons in mind, this only has a mere thread of a story to hang the various burlesque routines upon. Most of the footage is given over to a series of strippers. It should get by with burlesque devotees in spots that can play it knowing its fast buck nature and not concerned with family patronage or local pressure.

AD LINES: "Glamour Gals Run Riot"; "Life In A Harem Was Never Like This"; "Big Time Burlesque On The Screen At Last."

It Conquered The World

SCIENCE
FICTION
MELODRAMA
71M.

(American International)

ESTIMATE: Fair lower half filler.

CAST: Peter Graves, Beverly Garland, Lee Van Cleef, Sally Fraser, Charles B. Griffith, Russ Bender, Jonathan Maze, Richard Miller, Karen Kadler, Paul Blaisdell. Executive producer, James H. Nicholson; director and producer, Roger Corman.

STORY: Scientist Lee Van Cleef warns government officials about sending a rocket into space, but is ignored by his friend, scientist Peter Graves and the others. It vanishes from view and returns later bearing a monstrous creature who hides out in a cave, and who is in communication with Van Cleef, who is to help him take over the world. With the aid of flying batlike creatures, the monster gains control over some of the key people in the area, with Graves the only one who manages to escape control. Van Cleef's wife, Beverly Garland, can't stand what is happening to him and tries to destroy the monster only to be killed. This brings Van Cleef to his senses, and he kills it with a flaming torch.

X-RAY: This is another minor science fiction thing that could manage a little better than average returns with a little exploitation. The story is fair and the direction and production substandard, with the characterization's passable. If you don't expect too much, you might be surprised, otherwise there is nothing lost. The story and screen play is by Lou Rusoff.

AD LINES: "Every Man Was Its Prisoner . . . Every Woman Its Slave"; "A New Thrill Shocked Hits The Screen"; "A Film For People With Strong Constitutions . . . It Will Shock The More Tender Hearted."

Secrets Of The Reef

DOCUMENTARY
72M.

(Continental) (Eastman Color)

ESTIMATE: Intriguing entry of life under water.

CREDITS: Photographed, directed and edited by Lloyd Ritter, Robert Young, and Murray Lerner. Produced by Alfred Butterfield; written by Butterfield, Ritter, Young and Lerner; narrated by Joseph Julian.

STORY: When it's springtime the bottom of the ocean witnesses many phenomena including the giving of birth of its various inhabitants such as the octopus, tadpoles, snails, sea horses, jelly fish, etc. On land the mother turtle buries its eggs and the babies later instinctively find their way to the ocean. There are battles between natural enemies and those seeking food to survive; and there are interesting notes on life and behavior of the denizens of the deep.

X-RAY: Much time and care has gone into the making of this remarkable study of underwater life and existence; and one interesting phase and chapter is presented after another until recollection places this entry into the completely unusual. It holds viewer interest on high throughout and particularly noteworthy is the photography which is so clear that it is hard to believe it was filmed under water. Close-ups of the fish and other life adds to the overall attraction. It could go in either the specialty spots or as part of the program in regulation houses.

AD LINES: "A Remarkable Adventure Underneath The Ocean's Top"; "A Look At The World Below"; "Mating Time On The Ocean Bottom Means Gripping Entertainment."

The She Creature

SCIENCE FICTION
MELODRAMA
77M.

(American International)

ESTIMATE: Lower half filler.

CAST: Chester Morris, Marla English, Tom Conway, Cathy Downs, Lance Fuller, Ron Randell, Frieda Inescourt, Frank Jenks, El Brendel, Paul Dubov. Executive producer Samuel Z. Arkoff; produced by Alex Gordon; directed by Edward L. Cahn.

STORY: Chester Morris, sideshow hypnotist, has Marla English under his hypnotic control and warns her she will never get away from him. He is able to recall her image from the beginning of time from the ocean depths when in a hypnotic spell, and the monster kills innocent people at his bidding. Morris acquires a reputation and wealth under the handling of wealthy business man Tom Conway. His powers are scoffed at by Professor Lance Fuller, who falls in love with English. The police suspect Morris is behind the dastardly killings, but can't prove it. Morris is jealous of Fuller and tries to get the monster to kill him, it refuses and finally turns on Morris, killing him. Before he dies Morris frees English from his spell, and she and Fuller can look for a happy future together.

X-RAY: A theatre audience viewed this indifferently. Chester Morris is a mustache twirling villain; El Brendel has a trick bowtie and accent; Tom Conway looks like the Falcon trying not to look like the Falcon; Marla English looks good. If you can visualize all this and a tricky looking monster from the ocean depths too, and don't mind a confused story too much, then it can be slotted in on the lower half of the program as filler. Some houses might even benefit from a bit of exploitation if they are so minded. Lou Rusoff gets credit for the screen play based on an idea by Jerry Zigmond.

AD LINES: "She Is Reincarnated As A Monster From Hell"; "Terror From The Deep"; "Hypnotized To Produce Terror And Murder."

Untamed Mistress

NOVELTY
70M.

(Ron Armond Enterprises)
(Color)

ESTIMATE: Lower half exploitation subject.

CREDITS: Directed by Allen Nixon. No credits available.

STORY: An ancient African is dying, and he tells of an old-time curse on a girl. With her lover and his brother, she starts out to rid herself of the curse so she can marry. After many jungle adventures, several gorillas fight over her, and she reverts to type, having been raised by them, and returns to the apes.

X-RAY: This has little to recommend it, even as a second feature. Loosely put together, it unreels in none too logical fashion, with hardly any plot and little interest. The African jungle scenes present a few good shots of wild animals in their natural habitat, but the footage seems uneven as if spliced together from several sources. The color, while not of the best, is about the only redeeming feature. An attempt at sensationalizing hardly paid off since the subject matter does not live up to the lurid promises. For the most part, this is "fast buck" junk.

AD LINES: "Was She Really Mistress Of The Apes?"; "Could She Throw Off The Terrible Jungle Curse?"; "Sensational Story Of The Bride Of The Gorillas."

Walk The Dark Street

MELODRAMA
74M.

(Dominant)

ESTIMATE: Routine lower half entry.

CAST: Chuck Connors, Don Ross, Re-

gina Gleason, Eddie Kafafian, Vonne Godfrey, Ewing Brown, Don Orlando, Fred Darian, LaRue Malouf, Ernest Dominy, Jay Lawrence. Written, produced and directed by Wyott Ordnung.

STORY: Eddie Kafafian writes his brother, big game hunter Chuck Connors, that he hates his lieutenant Don Ross. Kafafian is killed while disobeying an order by Ross. Later, when Ross is discharged he stops off to see Connors, who feels that Ross is responsible for his brother's death. After reporting he had a bad heart, he tricks Ross into agreeing to a game of hunting each other down in the city of Los Angeles using camera guns. The prize is a sizeable wager. During the hunt, Ross meets Regina Gleason, girl friend of the dead brother, who warns him against Connors who is out to kill him. During a near meeting, their guns are switched and Ross winds up with the bullet-laden gun. Connors realizes what has happened, and tries to escape from Ross. In so doing he dies of a heart attack before Ross can shoot him and be charged with murder. Ross wins the bet, and a better acquaintance with Gleason seems in the offing.

X-RAY: This programmer starts out with a promising plot that has its twist, but dissipation soon sets in and everything is ordinary once again as the long arm of coincidence overplays its part in the proceedings. There is some action and some suspense, but on the whole it can best be classified as material to fill the lower half. Standard performances, direction, and production are in evidence.

AD LINES: "The Strangest Bet Ever Made . . . The Stakes Are Death"; "They Hit The Target With A New High In Suspense"; "The Deadliest Game Of Them All That Spelled Out Death For The Loser."

Wetbacks

MELODRAMA
88M.

(Gibraltar)
(Color)

ESTIMATE: Bottom half entry.

CAST: Lloyd Bridges, Nancy Gates, Barton MacLane, Hal Peary, John Hoyt. Directed and produced by Hank McCune.

STORY: Lloyd Bridges, ex-coast guardsmen and present owner of charter fishing boat, is worried about where his next payment on the boat will come from and the sheriff has already threatened to foreclose. Barton MacLane hires the boat with Nancy Gates as his companion. A fight ensues between MacLane and Bridges and MacLane demands to be put off at the nearest port which happens to be in Mexico. He runs out without paying the bill leaving Bridges and Gates stranded and broke. Hal Peary and John Hoyt offer him considerable money to run a few Mexicans across the border in his vessel and he is forced to accept. Gates reveals she is an immigration agent and that Bridges was picked to participate in the plot so they could uncover the gang responsible for the smuggling of aliens into the U. S. When she sees Peary kill a Mexican, she is made a prisoner but Bridges helps her escape. Using a car and their boat, they try to outrun the crooks and lead them into American waters where the Coast Guard is waiting to nab them. MacLane turns out to be a good guy after all in the service of the Coast Guard and Bridges gets enough to pay for his boat.

X-RAY: This is adequate as filler for the lower half with a fair story, routine performances and standard direction and production. If you don't expect too much you won't be disappointed. Peter LaRoche did the screen play.

AD LINES: "The Smuggling Racket Exposed"; "They Smuggled 'Wetbacks' In

The Dead Of Night"; "A Dangerous And Deadly Business."

The Shorts Parade

TWO REEL

Comedy

CLUNKED IN THE CLINK. Columbia—Assorted Favorite Reprints. 16m. When first reviewed in *THE SERVISION* of July, 1949, it was said: "Vera Vague and her doctor husband discuss speeding motorists. Hubby is all for meting out heavy punishment to offenders. This deters Vague from telling him that she has a ticket, and when the judge sentences her to 30 days in jail, she tells her husband that she won a 30-day trip to Hawaii as a radio quiz prize. Unknown to her, the plane that she is supposed to be on crashes, and all aboard are killed. Hubby takes up with a blonde, who offers him sympathy, and, as Vague's time is almost up, he visits the jail with the blonde to psychoanalyze some of the patients. Naturally a meeting with Vague is in order, and she talks her way out of the situation and takes care of the blonde girl friend as well. FAIR." (1421).

HOT STUFF. Columbia—Stooge Comedies. 16 m. The Three Stooges become involved in a plot wherein agents of a neighboring country seek to abduct a professor engaged in turning out rocket fuel. Larry is mistaken for the professor and he and Moe and Shemp are kidnapped by the enemy and set up in a lab to turn out the fuel under penalty of death. They concoct a mixture as the real professor and his daughter are brought in as captives. The concoction helps them all escape in a jeep that almost flies away from their captors. FAIR. (1401).

SCOOPER DOPER. Columbia—Comedy Favorite Re-releases. 16m. When first reviewed in *THE SERVISION* of April, 1947, it was said: "Sterling Holloway, reporter, lands in the big city hoping to work for a big paper, but gets a job as a file clerk. After three months of this, he becomes very bored, but is tipped off on a big story. A reporter thinks he is sending Holloway on a wild goose chase, but is really giving him a real tip. By masquerading as a singer, Holloway cracks the case, and is rewarded by being made a full fledged reporter. FAIR." (1431).

WHEN THE WIFE'S AWAY. Columbia—Assorted Favorite Reprints. 17m. When first reviewed in *THE SERVISION* of April, 1946, it was said: "Hugh Herbert's wife leaves him after a quarrel because he is bringing his boss home unexpectedly. He gets a local waitress to pose as his wife, and his boss shows up with Herbert's wife, whom he met in the lobby. When she sees the waitress, all sorts of complications arise, and Herbert winds up being fired, and his wife about to murder him. Things aren't eased any when the waitress' husband, a policeman, also shows up on the scene. FAIR." (1422).

Color Novelty

COW DOG. Disney—Buena Vista Technicolor Featurette. 22m. This shows how some remarkably trained dogs are instrumental in helping round up an outlaw Brahma bull which has been plaguing a ranch's pure bred Hereford cattle. Featured are Jay Sisler and his shepherd dogs; Luann Beach and her champion horses, Channing Peake, and Slim Pickens. The story is told by Rex Allen; and

this was produced, directed, and photographed by Larry Lansburgh. It is a superb subject in all departments. EXCELLENT.

Novelty

BALLET GIRL. Brandon Films. 23m. Filmed in Copenhagen, Denmark but with an English narration and some English dialogue, this concentrates on a little girl who wants to dance ballet and is fortunate enough to be able to enter the Royal Ballet School. She goes through much practicing and routines; but she also has some fun backstage until her instructors deem her ready to make her debut. This is particularly suited for the art and specialty spots. EXCELLENT.

Serial

FEDERAL OPERATOR 99. Republic Serial Reissue. 12 Chapters. Marten Lamont, Helen Talbot, George J. Lewis, Lorna Gray, Hal Taliaferro. Directed by Spencer Bennet, Wallace A. Grissell, Yakima Canutt. Chapter One, "The Case Of The Crown Jewels" 22m. Marten Lamont, 'Operator 99', is assigned the task of breaking up a criminal organization headed by George L. Lewis. Helen Talbot, Lamont's secretary, lends a hand when the crown jewels are stolen from a wealthy countess. Lewis' aides, escaping with the jewels, are followed by Lamont. The gangsters run his car off the road, and the vehicle smashes into a building. GOOD." (5682).

Color Travel

EAST IS EAST. Warners—Warner-Color Specials. 18m. This Andre De La Varre travelogue holds the interest as a fast visit is made to the Malayan Peninsula, Thailand, and Burma. Shown are both the old and the new in changing southeast Asia including temples, canals, customs, industries, farming, market places, transportation, etc. The photography is excellent. GOOD. (4001).

ONE REEL

CinemaScope Color Cartoons

MAGOO'S PROBLEM CHILD. Columbia—CinemaScope Magoos—Technicolor. 6½m. Magoo returns home from a trip and winds up in a ramshackle house near his own which he mistakes as his and he finds evidence of all sorts of crimes having been committed from murder down to counterfeiting. He jumps to the conclusion that nephew Waldo has been misbehaving and runs away seeking a hideout until he can straighten things out. They wind up hiding out in jail following Magoo's direction. GOOD. (1752).

TRAILBLAZER MAGOO. Columbia—CinemaScope Magoos—Technicolor. 6m. Magoo decides to do a little hunting and fishing and engages an Indian guide to lead the way. He becomes impatient with him and decides he knows best after all and he leads the way, winding up in the heart of the city and in a park lake. He trail-blazes a trail over benches, statues and through the zoo, even releasing a lion. EXCELLENT. (1751).

Color Cartoons

ARTS AND FLOWERS. U-I—Walter Lantz Technicolor Cartune. 6m. Art, the artist, receives a circular announcing a prize for the best painting of a desert flower which is also read by Woody Woodpecker. They have a battle royal over who is to paint the only desert flower within miles. Woody wins the battle and the contest and is awarded a painting of a bag of gold. GOOD. (2621).

A COWBOY NEEDS A HORSE. Walt Disney—Buena Vista. 8m. This cartoon illustrates the dream of a young boy who imagines himself going through all of the exploits seen in the usual western movies. A cowboy folk song of the same name as the title is rendered throughout the running time. The drawings have an artistic style all their own. **EXCELLENT.**

DEDUCE, YOU SAY! Warners—Merrie Melodies. 7m. This is a cartoon burlesque of Sherlock Holmes and the drawings are in a decidedly different vein. Daffy Duck portrays Sherlock and Porky Pig is Watson. They are on a slasher case and almost bring in their man; but the huge tough has a change of heart about giving himself up and goes home to his old mother, instead. **GOOD.** (4702).

DONALD'S TIRE TROUBLE. RKO—Walt Disney Classic Cartoon Reissues. 7m. When first reviewed in *THE SERVICESECTION* of October, 1942, it was said: "This shows Donald Duck's frustration and difficulties when a tire blows out. He has trouble with the jack, with taking the tire and tube off the rim, with patching the tube, and goes through a hilarious routine. Just as everything is fixed all his tires blow out. **EXCELLENT.**" (74103).

HALF-FARE HARE. Warners—Bugs Bunny Specials. 7m. Bugs becomes entangled with several starving tramps who try to turn him into rabbit stew when he endeavors to ride the rods of the Chattanooga Choo-Choo, heading for Tennessee, where he has heard there is a bumper carrot crop. Although he outwits the tramps, Bugs does not quite make it down south, either. **GOOD.** (3730).

LEAVE US CHASE IT. Columbia—Color Favorites Cartoons Reissues. 6½m. When first reviewed in *THE SERVICESECTION* of June, 1947, it was said: "A cat, tired of being knocked around by a little mouse, decided to do something about it. He dons the paraphernalia of "Supercat," and puts himself right in front of the mouse, truly expecting his tormentor to drop dead. Instead, the brave little mouse completely outfoxes the cat, and puts him through the ringer. **FAIR.**" (1601).

MOUSE MAZURKA. Warners—Blue Ribbon Hit Parades Reissue. 8m. When first reviewed in *THE SERVICESECTION* of June, 1949, it was said: "In the house of the Borscht family, a mouse and a cat do the usual chasing. One day, the mouse comes across some bottled TNT, and makes believe that he drinks it. He gets his bottles mixed, and is exploded into the hereafter. The cat feels lonely with no mouse to chase, and he, too, drinks some so that he can chase the mouse once again in heaven. **FAIR.**" (4301).

PAYING THE PIPER. Warners—Blue Ribbon Hit Parades Reissue. 7m. When first reviewed in *THE SERVICESECTION* of April, 1949, it was said: "After Porky Pig,

the Pied Piper of Hamelin, rides the town of rats, this poses a problem for the cats, so the Supreme Cat takes over, and tries to undermine Porky's standing by disguising himself as a rat. Despite his disguise and trickery, however, Porky, for a change, emerges as top man, and gets his reward money. **FAIR.**" (4302).

THE PURLOINED PUP. RKO—Walt Disney Classic Cartoon Reissues. 7m. When first reviewed in *THE SERVICESECTION* of May, 1946, it was said: "Pluto is on the trail of a 'dognapper' and his young victim, a cute little pup. He finally catches up with the vicious bulldog. After plenty of scuffles, he rescues the pup, and has the dognapper helpless. This is very cute, in the inimitable Disney style. **GOOD.**" (74104).

RAW, RAW ROOSTER. Warners—Merrie Melodies. 7m. Old rooster Foghorn Leghorn has as an unwelcome guest, his old college chum, Rhode Island Red, a practical joker, who is a devil with the hens. Everything he tries to get rid of him backfires, until one final effort blows Red sky high. **GOOD.** (3722).

SLAP HOPPY MOUSE. Warners—Merrie Melodies. 7m. Sylvester, the cat father, when told by his son that "soft living ruins the mouser," is goaded into a mouse hunt. Encountered is the biggest mouse he ever saw, really a baby kangaroo who has fallen off a circus train. Sylvester takes his usual beating. **GOOD.** (4701).

A STAR IS BORED. Warners—Bugs Bunny Specials. 7m. Daffy Duck, studio janitor, is envious of movie star Bugs Bunny. He is hired as Bugs' double, but the job proves too strenuous for him what with him getting all the punishment called for in the various scripts such as getting blown up, sawing himself off a tree limb, etc., etc. **GOOD.** (4723).

TOPSY TURKEY. Columbia—Color Favorites Cartoons Reissues. 6½m. When first reviewed in *THE SERVICESECTION* of March, 1948, it was said: "With moose-hunting in open season, an Indian is on the warpath for dinner. He is interrupted in his moose calls, etc., by a turkey, who tries to sell himself to the Indian. The Indian will have none of the turkey as he has set his heart on moose. The film contains a trick ending when the turkey turns out to be a fellow Indian. **FAIR.**" (1602).

TWO CROWS FROM TACOS. Warners—Merrie Melodies. 7m. This introduces two crazy Mexican crows, who sing off key and frantically try to capture a smart little grasshopper. That's all there is to this, but it is mighty hectic and so crazy it is bound to get laughs. **GOOD.** (4705).

Color Novelty

PLAYTIME PALS. Warners—Warner-Color Specials. 9m. Produced by Andre

De La Varre, this excellently photographed melange shows teenagers engaged in sports, covers a small boat race, girls football, ice skating, skiing in Australian Alps, and water skiing, among other clips. **GOOD.** (4401).

Novelty

ANIMALS AND KIDS. Warners—Specials. 9m. This hodge-podge of black and white clips produced by Robert Youngson comes up with some unusual shots of just what the title indicates. Most of the footage was evidently shot at a zoo and at a kiddies' zoo. It's familiar stuff, but always sure-fire. **GOOD.** (3607).

EVERYBODY DANCES. U-I—Variety Views. 9m. The dances of the various people in the many countries from the American Indians and rock-an-roll to those abroad in Ireland, Thailand, Spain, Germany, the Philippines, Ceylon, Israel, and Hawaii are to be seen in this Variety View. **GOOD.** (2695).

I NEVER FORGET A FACE. Warners—Specials. 10m. These camera glimpses into the past of 1920-1928 pick out "faces in the crowd" as edited by Robert Youngson. Among glimpses of those seen are Henry Ford, Thomas Edison, Warren Harding, Calvin Coolidge, Edward, Prince of Wales, William Jennings Bryan, Richard Byrd, Charles Lindberg, George Bernard Shaw, J. D. Rockefeller, and Al Smith. **GOOD.** (3605).

SCREWBALL SPORTS. U-I—Variety Views. 9m. The camera travels quite a bit to catch such doings in the world of sports as sailing off Ireland, water-skiing off Puerto Rico, playing golf at the famed Morro Castle, gondola jousting in France, bull fighting in Spain, mountain climbing in Switzerland, and pyramid climbing in Egypt. **FAIR.** (2622).

SMART AS A FOX. Warners—Specials. 9m. This is a black and white nature study of the woodland world as seen through the eyes of a fox cub. Frightening encounters with unfriendly birds, dogs, etc., soon teach it that the safety of the home-nest is best. Photography is remarkable. **EXCELLENT.** (3606).

Sports

CANOEMAN'S HOLIDAY. RKO—Sportscopes. 8m. George and Jean Welock take a canoe trip up the St. Croix River, get some fish, and ride some rough water. **FAIR.** (74303).

TEN PIN WIZARDS. Columbia—World of Sports. 8½m. Champion bowler Ned Day demonstrates some of the fine points of the game while comedian Buddy Hackett shows what he can't do on an alley. A number of tricks of the game are demonstrated. This may have added value because of the presence of Hackett. **FAIR.** (8809).

ALPHABETICAL GUIDE To 98 Features Reviewed Since The Sept. 5, Issue

This Index covers features reviewed thus far during the 1956-57 season in addition to features of the 1955-56 season reviewed after the issue of Sept. 5, 1956.—Ed.)

A	
AMAZON TRADER, THE—41m.—Warners	4220
AROUND THE WORLD IN 80 DAYS—173m.— UA-Todd-AO	4243
ATTACK—107m.—United Artists	4217
AUTUMN LEAVES—108m.—Columbia	4214
B	
BACK FROM ETERNITY—97m.—RKO	4227
BAD SEED, THE—129m.—Warners	4220
BAGDAD AFTER MIDNIGHT—60m.—Sonney	4245
BEST THINGS IN LIFE ARE FREE, THE—104m.— 20th-Fox	4234
BETWEEN HEAVEN AND HELL—94m.—20th-Fox	4238
BEYOND A REASONABLE DOUBT—80m.—RKO	4227
BOOM TOWN—120m.—MGM	4242
BOSS, THE—89m.—United Artists	4217
BRAVE ONE, THE—100m.—RKO	4231
BURNING HILLS, THE—92m.—Warners	4220
C	
CALLING HOMICIDE—61m.—Allied Artists	4225
CHA-CHA-CHA BOOM—72m.—Columbia	4229
CIRCUS GIRL—88m.—Republic	4216
CRY IN THE NIGHT, A—75m.—Warners	4220
D	
DANCE HALL RACKET—62m.—Weiss	4235
DANIEL BOONE, TRAIL BLAZER—76m.—Republic	4243
DOCTORS, THE—92m.—Union	4244
E	
EARTH VS. THE FLYING SAUCERS—83m.—Columbia	4214
EDDY DUCHIN STORY, THE—123m.—Columbia	4214
F	
FINGER OF GUILT—84m.—RKO	4238
FIRST TRAVELING SALESLADY, THE—92m.—RKO	4215
FLESH MERCHANT, THE—59m.—Sonney	4227
FLIGHT TO HONG KONG—88m.—United Artists	4234

FLYING LEATHERNECKS—102m.—RKO	4215
FRENCH CAN CAN—93m.—UMPO	4244
FRIENDLY PERSUASION—140m.—Allied Artists	4229
FRONTIER GAMBLER—70m.—Associated	4214
G	
GAMMA PEOPLE, THE—79m.—Columbia	4225
GIANT—198m.—Warners	4239
GUN BROTHERS—79m.—United Artists	4217
H	
HE LAUGHED LAST—77m.—Columbia	4230
HOLD BACK THE NIGHT—80m.—Allied Artists	4213
I	
IS YOUR HONEYMOON REALLY NECESSARY— Brenner	4244
IT CONQUERED THE WORLD—71m.—American Int.	4245
J	
JULIE—97m.—MGM	4237
K	
KILLERS, THE—101m.—U-I	4227
L	
LAST WAGON, THE—99m.—20th-Fox	4216
LUST FOR LIFE—122m.—MGM	4226
M	
MAN FROM DEL RIO—82m.—United Artists	4239
MARCELINO—90m.—UMPO	4245
MEN OF SHERWOOD FOREST—77m.—Astor	4214
MIAMI EXPOSE—73m.—Columbia	4214
MOUNTAIN, THE—105m.—Paramount	4231
N	
NAKED HILLS, THE—73m.—Allied Artists	4229
1984—91m.—Columbia	4214
O	
ODONGO—85m.—Columbia	4230
OPPOSITE SEX, THE—117m.—MGM	4226
P	
PAPA, MAMA, THE MAID AND I—94m.—Columbia	4241
PHANTOM HORSE, THE—90m.—Harrison	4220
PORT AFRIQUE—92m.—Columbia	4225
POWER AND THE PRIZE, THE—98m.—MGM	4226
PRIVATE'S PROGRESS—96m.—DCA	4214
R	
REBECCA—129m.—20th-Fox	4216
REPRISAL—74m.—Columbia	4230
ROGUES OF SHERWOOD FOREST—80m.—Columbia	4241

S	
SCREAMING EAGLES—81m.—Allied Artists	4213
SEARCH FOR BRIDEY MURPHY, THE—84m.— Paramount	4237
SECRETS OF LIFE—75m.—Buena Vista	4241
SECRETS OF THE REEF—72m.—Continental	4245
SEVENTH CAVALRY, THE—75m.—Columbia	4241
SHARKFIGHTERS, THE—73m.—United Artists	4244
SHE CREATURE, THE—77m.—American Int.	4245
SHIP THAT DIED OF SHAME, THE—91m.—Continental ..	4220
SILENT WORLD, THE—86m.—Columbia	4230
SLEEPING CITY, THE—84m.—U-I	4227
SOLID GOLD CADILLAC, THE—99m.—Columbia	4214
SPELL OF THE HYPNOTIST—78m.—Exploitation	4221
SPIN A DARK WEB—76m.—Columbia	4230
STAGECOACH TO FURY—76m.—20th-Fox	4238
STORM CENTER—85m.—Columbia	4214
STRANGE ADVENTURE, A—70m.—Republic	4243
T	
TEA AND SYMPATHY—122m.—MGM	4231
TEAHOUSE OF THE AUGUST MOON, THE— 123m.—MGM	4242
TEN COMMANDMENTS, THE—219m.—Paramount	4237
TEN TALL MEN—97m.—Columbia	4242
TENSION AT TABLE ROCK—93m.—RKO	4231
THIRD MAN, THE—104m.—20th-Fox	4243
THUNDER OVER ARIZONA—75m.—Republic	4216
THUNDERSTORM—81m.—Allied Artists	4213
TOWARD THE UNKNOWN—115m.—Warners	4234
TO THE ENDS OF THE EARTH—108m.—Columbia	4242
U	
UNGUARDED MOMENT, THE—95m.—U-I	4217
UNTAMED MISTRESS—70m.—Armond	4245
V	
VAGABOND KING, THE—88m.—Paramount	4215
VIOLENT YEARS, THE—61m.—Phoenix	4239
W	
WALK THE DARK STREET—74m.—Dominant	4245
WAR AND PEACE—208m.—Paramount	4215
WEREWOLF, THE—83m.—Columbia	4215
WETBACKS—88m.—Gibraltar	4245
WHITE SQUAW, THE—75m.—Columbia	4245
WRITTEN ON THE WIND—99m.—U-I	4235
Y	
YANG KWEI FEI—92m.—Buena Vista	414
YAQUI DRUMS—71m.—Allied Artists	4225
YOU CAN'T RUN AWAY FROM IT—95m.—Columbia	4235

(The running time carried in this listing represents the latest corrected time of each feature. While every effort is made to keep the listing accurate, features are often subject to editing after being reviewed. Readers are advised to check the time with the local exchange—Ed.)

JUST A REMINDER

• • These PINK "SERVISECTIONS" are the industry's oldest and most reliable means of establishing a file of reference data that becomes more valuable with each passing month and year. . . . Published every-second-week (26 forms each year) they are compiled and indexed by the Film Season starting with the first issue of September and ending with the last issue of August. . . . Separately bound and separately numbered, the last page of each form always indexes all Features reviewed since the start of the particular season, and the preceding "SERVISECTION" page on which any review may be found. . . . Reviews of Short Subjects are indexed at regular intervals. . . . At the end of each Film Season you will have accumulated a complete and detailed history of all film distributed in it, for your later use in locating reissuable or replayable product.

COMPLETE BACK SEASONS—are available to Subscribing Theatres at 52c per set!



AND . . .

For those Subscribing Theatres who wish to save and classify by seasons . . .

THE "Service-Kit" RING BINDER

will adequately house 2 Film Seasons (52 forms)

This sturdy, stiff-backed, 3-ring, loose-leaf binder is covered in dark blue levant grain Fabricoid that guarantees a long and useful life. The size is 10½ x 12¾ inches to fit these forms.

PRICE: \$1.25 ea. (Including postage and delivery to the Subscriber) ALL SALES PREPAID

current releases are available and in which future releases will be scheduled. While much of the following is subject to change, all data is submitted weekly to the particular distributors for their up-to-date checking and correcting, so that it is the latest knowledge available.

A.A.	COLUMBIA	M.G.M.	PARAMOUNT	R.K.O.	REPUBLIC	20th-FOX	U.A.	UNIVERSAL	WARNERS	MISC.
Thunderstorm (Spanish-made) Linda Christian, Carlos Thompson	Cha-Cha-Cha Boom! Perez Prado and Orch., Mary Kaye Trio	Annie Get Your Gun (RE-TC) Betty Hutton	That Certain Feeling (VV-TC) Bob Hope, Eva Marie Saint	Murder On Approval (English-made) Tom Conway	Circus Girl (Tricolor) (European made)	Between Heaven And Hell (CS-DC) Robert Wagner, Terry Moore	Run For The Sun (SS-EC) (Richard Widmark, Jane Greer)	Walk The Proud Land (CS-TC) Audie Murphy, Anne Bancroft	Moby Dick (TC) Gregory Peck, Richard Basehart (Special Engagements)	The Three Outlaws (SS) (Associated) Neville Brand, Alan Hale
Magnificent Roughnecks Jack Carson, Mickey Rooney, Nancy Gates	You Can't Run Away From It (TC) Jack Lemmon, June Allyson	The Fastest Gun Alive Broderick Crawford, Jeanne Crain	The Proud And Profane (VV) William Holden, Deborah Kerr	King Kong (RE)	Zanzabuku (Tricolor)	Stagecoach To Fury (RegalScope) Forrest Tucker, Mari Blanchard	Bandido (CS-EC) (Bandido) Robert Mitchum, Ursula Theiss, Gilbert Roland	Raw Edge (TC) Rory Calhoun, Yvonne De Carlo	Seven Men From Now (WC) Randolph Scott, Gail Russell	Lovers And Lollipop (Trans-Lux) Lori March, Gerald O'Laughlin, Cathy Dunn
Three For Jamie Dawn Richard Carlson, Laraine Day, Ricardo Montalban	Odongo (CS-TC) Rhonda Fleming, Macdonald Carey, Juma (Made in Africa)	Somebody Up There Likes Me Paul Newman, Pier Angeli	Pardners (VV-TC) Dean Martin, Jerry Lewis	Citizen Kane (RE)	A Strange Adventure Joan Evans, Ben Cooper, Marla English	The Third Man (RE) Joseph Cotten, Orson Welles	Gun Brothers (Grand) Buster Crabbe, Ann Robinson	Edge Of Hell Hugo Haas, Francesca de Scaffa	A Cry In The Night Edmond O'Brien, Natalie Wood	Fantasia (RE-TC) (Disney) (Buena-Vista)
The First Texan (CS-TC) Joel McCrea, Felicia Farr	Reprisal (TC) Guy Madison, Felicia Farr	These Wilder Years James Cagney, Barbara Stanwyck	The Vagabond King (VV-TC) Kathryn Grayson, Oreste	The First Traveling Saleslady (SS-EC) Ginger Rogers, Barry Nelson, Carol Channing	Thunder Over Arizona (Tricolor) Skip Homeier, Kristine Miller	Teenage Rebel (CS) Ginger Rogers, Michael Rennie	The Bad Seed Nancy Kelly, Patricia McCormack, Henry Jones, Eileen Heckert	Pillars Of The Sky (CS-TC) Jeff Chandler, Dorothy Malone	The Amazon Trader (WC) John Sutton, Marie Fernanda	Female Jungle (American Releasing) Lawrence Tierney, Jayne Mansfield
Navy Wife Jean Bennett, Gary Merrill, Shirley Yamaguchi	White Squaw David Brian, May Wynne	Lust For Life (CS-Metrocolor) Kirk Douglas, Anthony Quinn	War And Peace (VV-TC) Audrey Hepburn, Henry Fonda, Mel Ferrer (Made in Italy) (Special Engagements)	The Flying Leathernecks (RE)	Lisbon (Naturama- Tricolor)	Love Me Tender (CS-DC) Richard Egan, Debra Paget, Elvis Presley	The Killers (RE) Burt Lancaster, Ava Gardner	The Amazon Trader (WC) John Sutton, Marie Fernanda	Toward The Unknown (WC) William Holden, Lloyd Nolan, Virginia Leith	The Wild Dakotas (Associated) Bill Williams Coleen Gray
No Place To Hide (DC) David Brian, Marsha Hunt	Suicide Mission Leaf Larsen	The Opposite Sex (CS-Metrocolor) June Allyson, Ann Sheridan, Dolores Gray	The Mountain (VV-TC) Robert Wagner, Spencer Tracy, Claire Trevor (Made in France)	Beyond A Reasonable Doubt Dana Andrews, Joan Fontaine	Dakota Incident (Tricolor) Linda Darnell, Dale Robertson, John Lund	The Outlaws Are In Town (RegalScope) Robert Arthur, Kathy Nolan	The Sleeping City (RE) Richard Conte, Coleen Gray	The Amazon Trader (WC) John Sutton, Marie Fernanda	The Oklahoma Woman (American Releasing) Richard Denning, Peggie Castle	
Hold Back The Night John Payne, Mona Freeman	Ten Tall Men (TC) (RE) Burt Lancaster	The Power And The Prize (CS) Robert Taylor, Elizabeth Mueller	The Search For Bridey Murphy (VV) Teresa Wright, Louis Hayward	Back From Eternity Anita Ekberg, Robert Ryan	The Man Is Armed Dane Clark, May Wynn	Anastasia (CS-DC) (Made in Europe) Ingrid Bergman, Helen Hayes, Yul Brynner	The Unguarded Moment (TC) Esther Williams, George Nader	The Girl He Left Behind Tab Hunter, Natalie Wood	Jedda The Uncivilized (EC) (DCA) (Australian-made)	
The Naked Hills (Pathe Color) David Wayne, Marcia Henderson	Regues Of Sherwood Forest (RE) John Derek	The Iron Petticoat (VV-TC) Bob Hope, Katherine Hepburn (English-made)	Hollywood Or Bust (VV-TC) Dean Martin, Jerry Lewis	Finger Of Guilt Richard Basehart, Mary Murphy (English made)	A Woman's Devotion (Tricolor) Ralph Meeker, Janice Rule, Paul Henreid	Oklahoma! (CS-TC) Gordon MacRae, Shirley Jones, Gene Nelson	The Male People John Agar, Cynthia Patrick	The Girl He Left Behind Tab Hunter, Natalie Wood	Frontier Gambler (Associate-A) John Bromfield, Colleen Gray, Kent Taylor	
Strange Intruder Ida Lupino, Edmund Purdom, Ann Harding	The Last Man To Hang (English-made) Tom Conway	Julie Doris Day, Barry Sullivan, Louis Jourdan, Frank Lovejoy	Cecil B. DeMille's The Ten Commandments (VV-TC) (Made in Egypt) (Special Engagements)	Tension At Black Rock (TC) Cameron Mitchell, Richard Egan, Dorothy Malone	The Man Is Armed Dane Clark, May Wynn	The True Story Of Jesse James (CS-Color) Robert Wagner, Jeffrey Hunter, Hope Lange	Curucu, Beast Of The Amazon (Color) John Bromfield, Beverly Garland (Made in Brazil)	Baby Doll Karl Malden, Carroll Baker, Eli Wallach	La Strada (Trans-Lux) Anthony Quinn, Richard Basehart, Giulietta Masina (Italian-made)	
Fighting Trouble The Bowery Boys	Rumble On The Docks James Dorren	Boom Town (RE) Spencer Tracy, Clark Gable	Death Of A Scoundrel George Sandeys, Yvonne De Carlo	The Brave One (CS-TC) Michel Ray	Tears For Simon (Tricolor) David Farrar, Julie Arnall	Black Whip (CS) Hugh Marlow, Coleen Gray	Written On The Wind (TC) Rock Hudson, Lauren Bacall, Robert Stock	The Girl Karl Malden, Carroll Baker, Eli Wallach	Secrets Of Life (TC) (Part CS) (Buena Vista) (Disney)	
Calling Homicide Bill Elliott	The Seventh Calvary Randolph Scott	The Rack Paul Newman, Wendell Corey, Anne Francis	Bundle Of Joy (EC) Eddie Fisher, Debbie Reynolds	The Brave One (CS-TC) Michel Ray	Abave Us The Waves John Mills	Three Brave Men (CS) Ray Milland, Ernest Borgnine, Dione Jergens	Tiger By The Tail (Canyon) Larry Parks, Constance Smith	The Girl Karl Malden, Carroll Baker, Eli Wallach	Westward Ho, The Wagons (CS-TC) (Buena Vista) (Disney) Fess Parker	
Yaqui Drums Rod Cameron, Mary Castle	Zarak (CS-TC) Victor Mature, Anita Ekberg, Michael Wilding (Made in Morocco)	The Tale Of Two Cities (RE)	Public Pigeon No. 1 (TC) Marlon Niven, Vivian Blaine, Janet Blair	Reasonable Doubt Dana Andrews, Joan Fontaine	Scandal, Inc. Robert Hutton, Paul Richards, Patricia Wright	The Girl (CS) Tom Ewell, Jayne Mansfield	The King And Four Queens (Russ-Field) (CS-DC) Clark Gable, Eleanor Parker	The Girl Karl Malden, Carroll Baker, Eli Wallach		
The Cruel Tower John Ericson, Mari Blanchard	Don't Knock The Koc. Billy Holley and his Comets	Mar e Antoinette (RE)	The Silken Affair David Niven, Genevieve Page (English-made)	Back From Eternity Anita Ekberg, Robert Ryan	The Man Is Armed Dane Clark, May Wynn	The Girl (CS) Tom Ewell, Jayne Mansfield	The King And Four Queens (Russ-Field) (CS-DC) Clark Gable, Eleanor Parker	The Girl Karl Malden, Carroll Baker, Eli Wallach		
High Terrace Dale Robertson, Lois Maxwell, Derek Bond	Blonde Sinner Diana Dors (English-made)	The Teahouse Of The August Moon (CS-Color) Marlon Brando, Glenn Ford, Eddie Albert (Made in Japan)	The Silken Affair David Niven, Genevieve Page (English-made)	Back From Eternity Anita Ekberg, Robert Ryan	The Man Is Armed Dane Clark, May Wynn	The Girl (CS) Tom Ewell, Jayne Mansfield	The King And Four Queens (Russ-Field) (CS-DC) Clark Gable, Eleanor Parker	The Girl Karl Malden, Carroll Baker, Eli Wallach		
Friendly Persuasion (TC) Gary Cooper, Dorothy McGuire, Marjorie Main										

NOW IN GENERAL RELEASE PROMISED FOR EARLY RELEASE

ABOVE: USED ABOVE: CS—CinemaScope, DC—Deluxe Color, EC—Eastman Color, RE—Reissue, SS—Superscope, IC—Technicolor, VV—VistaVision, WC—WarnerColor, Name of country, other than U.S.A., indicated by initial.

ALPHABETICAL GUIDE To 98 Features Reviewed Since The Sept. 5, Issue

This Index covers features reviewed thus far during the 1956-57 season in addition to features of the 1955-56 season reviewed after the issue of Sept. 5, 1956.—Ed.)

A	
AMAZON TRADER, THE—41m.—Warners	4220
AROUND THE WORLD IN 80 DAYS—173m.— UA-Todd-AO	4243
ATTACK—107m.—United Artists	4217
AUTUMN LEAVES—108m.—Columbia	4214
B	
BACK FROM ETERNITY—97m.—RKO	4227
BAD SEED, THE—129m.—Warners	4220
BAGDAD AFTER MIDNIGHT—60m.—Sonney.....	4245
BEST THINGS IN LIFE ARE FREE, THE—104m.— 20th-Fox	4234
BETWEEN HEAVEN AND HELL—94m.—20th-Fox.....	4238
BEYOND A REASONABLE DOUBT—80m.—RKO.....	4227
BOOM TOWN—120m.—MGM	4242
BOSS, THE—89m.—United Artists	4217
BRAVE ONE, THE—100m.—RKO	4231
BURNING HILLS, THE—92m.—Warners	4220
C	
CALLING HOMICIDE—61m.—Allied Artists	4225
CHA-CHA-CHA BOOM—72m.—Columbia	4229
CIRCUS GIRL—88m.—Republic	4216
CRY IN THE NIGHT, A—75m.—Warners	4220
D	
DANCE HALL RACKET—62m.—Weiss	4235
DANIEL BOONE, TRAIL BLAZER—76m.—Republic.....	4243
DOCTORS, THE—92m.—Union	4244
E	
EARTH VS. THE FLYING SAUCERS—83m.—Columbia.....	4214
EDDY DUCHIN STORY, THE—123m.—Columbia	4214
F	
FINGER OF GUILT—84m.—RKO	4238
FIRST TRAVELING SALESLADY, THE—92m.—RKO.....	4215
FLESH MERCHANT, THE—59m.—Sonney	4227
FLIGHT TO HONG KONG—88m.—United Artists	4234

FLYING LEATHERNECKS—102m.—RKO	4215
FRENCH CAN CAN—93m.—UMPO	4244
FRIENDLY PERSUASION—140m.—Allied Artists	4229
FRONTIER GAMBLER—70m.—Associated	4214
G	
GAMMA PEOPLE, THE—79m.—Columbia	4225
GIANT—198m.—Warners	4239
GUN BROTHERS—79m.—United Artists	4217
H	
HE LAUGHED LAST—77m.—Columbia	4230
HOLD BACK THE NIGHT—80m.—Allied Artists.....	4213
I	
IS YOUR HONEYMOON REALLY NECESSARY— Brenner	4244
IT CONQUERED THE WORLD—71m.—American Int.....	4245
J	
JULIE—97m.—MGM	4237
K	
KILLERS, THE—101m.—U-I	4227
L	
LAST WAGON, THE—99m.—20th-Fox	4216
LUST FOR LIFE—122m.—MGM	4226
M	
MAN FROM DEL RIO—82m.—United Artists.....	4239
MARCELINO—90m.—UMPO	4245
MEN OF SHERWOOD FOREST—77m.—Astor	4214
MIAMI EXPOSE—73m.—Columbia	4214
MOUNTAIN, THE—105m.—Paramount	4231
N	
NAKED HILLS, THE—73m.—Allied Artists	4229
1984—91m.—Columbia	4214
O	
ODONGO—85m.—Columbia	4230
OPPOSITE SEX, THE—117m.—MGM	4226
P	
PAPA, MAMA, THE MAID AND I—94m.—Columbia.....	4241
PHANTOM HORSE, THE—90m.—Harrison	4220
PORT AFRIQUE—92m.—Columbia	4225
POWER AND THE PRIZE, THE—98m.—MGM.....	4226
PRIVATE'S PROGRESS—96m.—DCA	4214
R	
REBECCA—129m.—20th-Fox	4216
REPRISAL—74m.—Columbia	4230
ROGUES OF SHERWOOD FOREST—80m.—Columbia	4241

S	
SCREAMING EAGLES—81m.—Allied Artists	4213
SEARCH FOR BRIDEY MURPHY, THE—84m.— Paramount	4237
SECRETS OF LIFE—75m.—Buena Vista.....	4241
SECRETS OF THE REEF—72m.—Continental	4245
SEVENTH CAVALRY, THE—75m.—Columbia	4241
SHARKFIGHTERS, THE—73m.—United Artists	4244
SHE CREATURE, THE—77m.—American Int.....	4245
SHIP THAT DIED OF SHAME, THE—91m.—Continental.....	4220
SILENT WORLD, THE—86m.—Columbia	4230
SLEEPING CITY, THE—84m.—U-I	4227
SOLID GOLD CADILLAC, THE—99m.—Columbia.....	4214
SPELL OF THE HYPNOTIST—78m.—Exploitation.....	4221
SPIN A DARK WEB—76m.—Columbia	4230
STAGECOACH TO FURY—76m.—20th-Fox	4238
STORM CENTER—85m.—Columbia	4214
STRANGE ADVENTURE, A—70m.—Republic.....	4243
T	
TEA AND SYMPATHY—122m.—MGM	4231
TEAHOUSE OF THE AUGUST MOON, THE— 123m.—MGM	4242
TEN COMMANDMENTS, THE—219m.—Paramount.....	4237
TEN TALL MEN—97m.—Columbia	4242
TENSION AT TABLE ROCK—93m.—RKO	4231
THIRD MAN, THE—104m.—20th-Fox	4243
THUNDER OVER ARIZONA—75m.—Republic	4216
THUNDERSTORM—81m.—Allied Artists	4213
TOWARD THE UNKNOWN—115m.—Warners	4234
TO THE ENDS OF THE EARTH—108m.—Columbia.....	4242
U	
UNGUARDED MOMENT, THE—95m.—U-I	4217
UNTAMED MISTRESS—70m.—Armond	4245
V	
VAGABOND KING, THE—88m.—Paramount	4215
VIOLENT YEARS, THE—61m.—Phoenix	4239
W	
WALK THE DARK STREET—74m.—Dominant	4245
WAR AND PEACE—208m.—Paramount	4215
WEREWOLF, THE—83m.—Columbia	4214
WETBACKS—88m.—Gibraltar	4246
WHITE SQUAW, THE—75m.—Columbia.....	4242
WRITTEN ON THE WIND—99m.—U-I	4234
Y	
YANG KWEI FEI—92m.—Buena Vista.....	4141
YAQUI DRUMS—71m.—Allied Artists	4225
YOU CAN'T RUN AWAY FROM IT—95m.—Columbia.....	4237

(The running time carried in this listing represents the latest corrected time of each feature. While every effort is made to keep the listing accurate, features are often subject to editing after being reviewed. Readers are advised to check the time with the local exchange—Ed.)

JUST A REMINDER

• • These PINK "SERVISECTIONS" are the industry's oldest and most reliable means of establishing a file of reference data that becomes more valuable with each passing month and year. . . . Published every-second-week (26 forms each year) they are compiled and indexed by the Film Season starting with the first issue of September and ending with the last issue of August. . . . Separately bound and separately numbered, the last page of each form always indexes all Features reviewed since the start of the particular season, and the preceding "SERVISECTION" page on which any review may be found. . . . Reviews of Short Subjects are indexed at regular intervals. . . . At the end of each Film Season you will have accumulated a complete and detailed history of all film distributed in it, for your later use in locating reissuable or replayable product.

COMPLETE BACK SEASONS—are available to Subscribing Theatres at 52c per set!



AND . . .

For those Subscribing Theatres who wish to save and classify by seasons . . .

THE "Service-Kit" RING BINDER

will adequately house 2 Film Seasons (52 forms)

This sturdy, stiff-backed, 3-ring, loose-leaf binder is covered in dark blue levant grain Fabricoid that guarantees a long and useful life. The size is 10½ x 12¾ inches to fit these forms.

PRICE: \$1.25 ea. (Including postage and delivery to the Subscriber) ALL SALES PREPAID

current releases are available and in which future releases will be scheduled. While much of the following is subject to change, all data is submitted weekly to the particular distributors for their up-to-date checking and correcting, so that it is the latest knowledge available.

A.A.	COLUMBIA	M.G.M.	PARAMOUNT	R.K.O.	REPUBLIC	20th-FOX	U.A.	UNIVERSAL	WARNERS	MISC.
Thunderstorm (Spanish-made) Linda Christian, Carlos Thompson	Cha-Cha-Cha Boom! Perez Prado and Orch., Trio	Annie Get Your Gun (RE-TC) Betty Hutton	That Certain Feeling (VV-TC) Bob Hope, Eva Marie Saint	Murder On Approval (English-made) Tom Conway	Circus Girl (Trucolor) (European made)	Between Heaven And Hell (CS-DC) Robert Wagner, Terry Moore	Run For The Sun (SS-EC) (Russ-Field) Richard Widmark, Jane Greer	Walk The Proud Land (CS-TC) Audie Murphy, Anne Bancroft	Moby Dick (TC) Gregory Peck, Richard Bosehart (Special Engagements)	The Three Outlaws (SS) (Associated) Neville Brand, Alan Hale
Magnificent Roughnecks Jack Carson, Miskey Rooney, Nancy Gates	You Can't Run Away From It (TC) Jack Lemmon, June Allyson	The Fastest Gun Alive Glenn Ford, Broderick Crawford, Jeanne Crain	The Proud And Profane (VV) William Holden, Deborah Kerr	King Kong (RE) I Walked With A Zombi (RE) Citizen Kane (RE) The First Traveling Saleslady (SS-EC) Ginger Rogers, Barry Nelson, Carol Channing	Zanzabuku (Trucolor) The Maverick Queen (Trucolor-Naturama) Barbara Stanwyck, Barry Sullivan	Stagecoach To Fury (RegalScope) Forrest Tucker, Mari Blanchard	Bandido (CS-EC) (Bandido) Robert Mitchum, Ursula Theiss, Gilbert Roland	Raw Edge (TC) Rory Calhoun, Yvonne De Carlo	Seven Men From Now (WC) Randolph Scott, Gail Russell	Lovers And Lollipop (Trans-Lux) Lori March, Gerald O'Laughlin, Cathy Dunn
Three For Jamie Dawn Richard Carlson, Laraine Day, Ricardo Montalban	Odongo (CS-TC) Rhonda Fleming, Macdonald Carey, Juma (Made in Africa)	Somebody Up There Likes Me Paul Newman, Pier Angeli	Partners (VV-TC) Dean Martin, Jerry Lewis	The Flying Leathernecks (RE) John Wayne, Robert Ryan, Don Taylor	A Strange Adventure Joan Evans, Ben Cooper, Marla English	The Third Man (RE) Joseph Cotten, Orson Welles	Gun Brothers (Grand) Buster Crabbe, Ann Robinson	The Burning Hills (CS-WC) Tab Hunter, Natalie Wood	The Bad Seed Nancy Kelly, Patty McCormack, Henry Jones, Eileen Heckert	Fantasia (RE-TC) (Disney) (Buena-Vista)
The First Texan (CS-TC) Joel McCrea, Felicia Farr	Reprisal (TC) Guy Madison, Felicia Farr	Lust For Life (CS-Metrocolor) Kirk Douglas, Anthony Quinn	The Vagabond King (VV-TC) Kathryn Grayson, Oreste	Beyond A Reasonable Doubt Dana Andrews, Joan Fontaine	Thunder Over (Naturama-Trucolor) Skip Homeier, Kristine Miller	Love Me Tender (CS-DC) Richard Egan, Debra Paget, Elvis Presley	Attack (Aldrich) Jack Palance, Eddie Albert, Robert Strauss	Edge Of Hell Hugo Haas, Francesca de Scaffa	The Amazon Trader (WC) John Sutton, Marie Fernanda	The Wild Dakotas (Associated) Bill Williams, Coleen Gray
Navy Wife Jean Bennett, Gary Merrill, Shirley Yamaguchi	White Squaw David Brian, May Wynne	Tea And Sympathy (CS-Metrocolor) Deborah Kerr, John Kerr	War And Peace (VV-TC) Audrey Hepburn, Henry Fonda, Mel Ferrer (Made in Italy) (Special Engagements)	Back From Eternity Anita Ekberg, Robert Ryan	Lisbon (Naturama-Trucolor) Ray Milland, Maureen O'Hara	The Outlaws Are In Town (RegalScope) Robert Arthur, Kathy Nolan	Pillars Of The Sky (CS-TC) Jeff Chandler, Dorothy Malone	Female Jungle (American Releasing) Lawrence Tierney, Jayne Mansfield	Toward The Unknown (WC) William Holden, Lloyd Nolan, Virginia Leith	The Oklahoma Woman (American Releasing) Richard Denning, Peggie Castle
No Place To Hide David Brian, Marsha Hunt	Suicide Mission Leaf Larsen	The Opposite Sex (CS-Metrocolor) June Allyson, Ann Sheridan, Dolores Gray	The Mountain (VV-TC) Robert Wagner, Spencer Tracy, Claire Trevor (Made in France)	Dakota Incident (Trucolor) Linda Darnell, Dale Robertson, John Lund	The Flying Leathernecks (RE) John Wayne, Robert Ryan, Don Taylor	Man From Del Rio (Jacks) Anthony Quinn, Katy Jurado	The Killers (RE) Burt Lancaster, Ava Gardner	The Sleeping City (RE) Richard Conte, Coleen Gray	The Amazon Trader (WC) John Sutton, Marie Fernanda	The Wild Dakotas (Associated) Bill Williams, Coleen Gray
Hold Back The Night John Payne, Mona Freeman	Ten Tall Men (TC) (RE) Burt Lancaster	The Power And The Prize (CS) Robert Taylor, Elizabeth Mueller	The Search For Bridey Murphy (VV) Teresa Wright, Louis Hayward	Black Rock (TC) Cameron Mitchell, Richard Egan, Dorothy Malone	Skop Homeier, Kristine Miller	Man From Del Rio (Jacks) Anthony Quinn, Katy Jurado	The Mole People John Agar, Cynthia Patrick	Curucu, Beast Of The Amazon (Color) John Bromfield, Beverly Garland (Made in Brazil)	The Girl He Left Behind Tab Hunter, Natalie Wood	Frontier Gambler (Associate-I) John Bromfield, Colleen Gray, Kent Taylor
The Naked Hills (Faith Color) David Wayne, Marcia Henderson	Rogues Of Sherwood Forest (RE) John Derek	The Iron Petticoat (VV-TC) Bob Hope, Katherine Hepburn (English-made)	Hollywood Or Bust (VV-TC) Dean Martin, Jerry Lewis	The Brave One (CS-TC) Michel Ray	Devotion (Trucolor) Ralph Meeker, Janice Rule, Paul Henreid	Man From Del Rio (Jacks) Anthony Quinn, Katy Jurado	The Unguarded Moment (TC) Esther Williams, George Nader	Written On The Wind (TC) Rock Hudson, Lauren Bacall, Robert Stack	Giant (WC) Elizabeth Taylor, Rock Hudson, James Dean	Jedda The Uncivilized (ECA) (Australian-made)
Strange Intruder Ida Lupino, Edmund Purdom, Ann Harding	The Last Man To Hang (English-made) Tom Conway	Julie Daris Day, Barry Sullivan, Louis Jourdan, Frank Lovejoy	Cecil B. DeMille's The Ten Commandments (VV-TC) (Made in Egypt) (Special Engagements)	Death Of A Scoundrel George Sanders, Yvonne De Carlo	A Woman's Devotion (Trucolor) Janice Rule, Paul Henreid	Man From Del Rio (Jacks) Anthony Quinn, Katy Jurado	The Mole People John Agar, Cynthia Patrick	Written On The Wind (TC) Rock Hudson, Lauren Bacall, Robert Stack	The Girl He Left Behind Tab Hunter, Natalie Wood	Frontier Gambler (Associate-I) John Bromfield, Colleen Gray, Kent Taylor
Fighting Trouble The Bowery Boys	Rumble On The Docks James Darren	Boom Town (RE) Spencer Tracy, Clark Gable	The Search For Bridey Murphy (VV) Teresa Wright, Louis Hayward	Bundle Of Joy (EC) Eddie Fisher, Debbie Reynolds	The Man Is Armed Dane Clark, May Wynne	Man From Del Rio (Jacks) Anthony Quinn, Katy Jurado	The Mole People John Agar, Cynthia Patrick	Written On The Wind (TC) Rock Hudson, Lauren Bacall, Robert Stack	The Girl He Left Behind Tab Hunter, Natalie Wood	Frontier Gambler (Associate-I) John Bromfield, Colleen Gray, Kent Taylor
Calling Homicide Bill Elliott	The Seventh Calvary Randolph Scott	The Rack Paul Newman, Wendell Corey, Anne Francis	Hollywood Or Bust (VV-TC) Dean Martin, Jerry Lewis	Public Pigeon No. 1 (TC) Red Skelton, Vivian Blaine, Janet Blair	Tears For Simon (Trucolor) Julie Arnall	Man From Del Rio (Jacks) Anthony Quinn, Katy Jurado	The Mole People John Agar, Cynthia Patrick	Written On The Wind (TC) Rock Hudson, Lauren Bacall, Robert Stack	The Girl He Left Behind Tab Hunter, Natalie Wood	Frontier Gambler (Associate-I) John Bromfield, Colleen Gray, Kent Taylor
Yaqui Drums Rod Cameron, Mary Castle	Zarak (CS-TC) Victor Mature, Anita Ekberg, Michael Wilding (Made in Morocco)	The Tale Of Two Cities (RE) Marie Antoinette (RE) The Teahouse Of The August Moon (CS-Color) Marlon Brando, Glenn Ford, Eddie Albert (Made in Japan)	Cecil B. DeMille's The Ten Commandments (VV-TC) (Made in Egypt) (Special Engagements)	The Silken Affair David Niven, Genevieve Page (English-made)	Above Us The Waves John Mills	Man From Del Rio (Jacks) Anthony Quinn, Katy Jurado	The Mole People John Agar, Cynthia Patrick	Written On The Wind (TC) Rock Hudson, Lauren Bacall, Robert Stack	The Girl He Left Behind Tab Hunter, Natalie Wood	Frontier Gambler (Associate-I) John Bromfield, Colleen Gray, Kent Taylor
The Cruel Tower John Ericson, Mari Blanchard	Don't Knack The Koc... Billy Haley and his Camels	The August Moon (CS-Color) Marlon Brando, Glenn Ford, Eddie Albert (Made in Japan)	Cecil B. DeMille's The Ten Commandments (VV-TC) (Made in Egypt) (Special Engagements)	Scandal, Inc. Robert Hutton, Paul Richards, Patricia Wright	Scandal, Inc. Robert Hutton, Paul Richards, Patricia Wright	Man From Del Rio (Jacks) Anthony Quinn, Katy Jurado	The Mole People John Agar, Cynthia Patrick	Written On The Wind (TC) Rock Hudson, Lauren Bacall, Robert Stack	The Girl He Left Behind Tab Hunter, Natalie Wood	Frontier Gambler (Associate-I) John Bromfield, Colleen Gray, Kent Taylor
High Terrace Dale Robertson, Lois Maxwell, Derek Bond	Blonde Sinner Diana Dors (English-made)	The August Moon (CS-Color) Marlon Brando, Glenn Ford, Eddie Albert (Made in Japan)	Cecil B. DeMille's The Ten Commandments (VV-TC) (Made in Egypt) (Special Engagements)	Can't Help It (CS-DC) Tom Ewell, Jayne Mansfield	Scandal, Inc. Robert Hutton, Paul Richards, Patricia Wright	Man From Del Rio (Jacks) Anthony Quinn, Katy Jurado	The Mole People John Agar, Cynthia Patrick	Written On The Wind (TC) Rock Hudson, Lauren Bacall, Robert Stack	The Girl He Left Behind Tab Hunter, Natalie Wood	Frontier Gambler (Associate-I) John Bromfield, Colleen Gray, Kent Taylor
Friendly Persuasion (TC) Gary Cooper, Dorothy McGuire, Marjorie Main		The August Moon (CS-Color) Marlon Brando, Glenn Ford, Eddie Albert (Made in Japan)	Cecil B. DeMille's The Ten Commandments (VV-TC) (Made in Egypt) (Special Engagements)		Scandal, Inc. Robert Hutton, Paul Richards, Patricia Wright	Man From Del Rio (Jacks) Anthony Quinn, Katy Jurado	The Mole People John Agar, Cynthia Patrick	Written On The Wind (TC) Rock Hudson, Lauren Bacall, Robert Stack	The Girl He Left Behind Tab Hunter, Natalie Wood	Frontier Gambler (Associate-I) John Bromfield, Colleen Gray, Kent Taylor

PROMISED FOR EARLY RELEASE

SYMBOLS USED ABOVE: CS—CinemaScope, DC—Deluxe Color, EC—Eastman Color, RE—Reissue, SS—Superscope, TC—Technicolor, VV—VistaVision, WC—WarnerColor—Name of country, other than U.S.A. Indicates foreign

**INDUSTRY
EMPLOYEES
ARE
ASKED**

*Only Once
a year...*

The Christmas Salute — *That's* the time!
The time when everyone in the entertainment
industry helps everyone else (including
himself and family). *That's* when we all
give cheerfully to support "Our Own"
Hospital and its tuberculosis care and
treatment and research programs . . .
The Christmas Salute is on now —
So, be generous —

Sponsored and
Operated by the
MOTION PICTURE
INDUSTRY
for the Entire
Entertainment
World

**WILL ROGERS
MEMORIAL HOSPITAL
AND RESEARCH
LABORATORIES, Saranac Lake, N. Y.**

National Office, 1501 Broadway, New York 36, N. Y.

CHRISTMAS SALUTE

Time for Cheerful Giving to Help Your Industry Friends

Will Rogers Hospital gratefully acknowledges contribution of advertising production by Universal Pictures Co., Inc. and of space by this publisher.

MOTION PICTURE

EXHIBITOR

NOVEMBER 7, 1956 VOLUME 57 NUMBER 2
IN TWO SECTIONS • THIS IS SECTION ONE



"A Little Short On Shorts"

editorial

20th-Fox Sells 156 More To TV

(page 8)

TOA Leaders Hit Product Shortage

(page 9)

AND FEATURING: PHYSICAL THEATRE

← Robert Lippert, west coast theatreman, is currently expressing his faith in the future of the industry by expanding his theatre holdings and by supplying more pictures through the efforts of Regal Productions.

MOST JOYOUS EVENT!

From now on you'll hear about it often!



M-G-M Brings All The Hilarious Fun
Of The Stage Hit To The Screen!



**MARLON
BRANDO**

as that rascal Sakini...

**GLENN
FORD**

as eager beaver Capt. Fisby...

**MACHIKO
KYO**

as geisha girl Lotus Blossom-m-

**The Teahouse
of the August Moon**

in CINEMASCOPE and METROCOLOR

co-starring

EDDIE ALBERT

with
PAUL FORD • JUN NEGAMI • NIJIKO KIYOKAWA • MITSUKO SAWAMURA

Screen Play by JOHN PATRICK • Based on a Book by VERN J SNEIDER
and the Play by JOHN PATRICK

Directed by DANIEL MANN • Produced by JACK CUMMINGS • An M-G-M picture

(Available in Magnetic Stereophonic, Perspecta Stereophonic or 1-Cha

Letters . . .

UNSOLICITED - The letters from readers which appear on this page are not solicited. MOTION PICTURE EXHIBITOR does not suggest questions to readers in order to provide a flow of letters.

From CUMBERLAND, KY.

Will you please advise why your very useable Pink Reviews do not list "TIP ON BIDDING" for every picture? I have been intending to inquire about this for some time now. Why should you give this advice on some pictures and not on others? Why not on all?

SAM ISAAC
Cumberland Amusement Co.

EDITOR'S NOTE: "Bidding," as a sales method in film transactions came into existence under a Court Order, and originally bound only the eight major distributors (MGM, Paramount, RKO, 20th Century-Fox, and Warners, the "big five" that owned theatres; and Columbia, United Artists, and Universal, then termed the "little three"). Those companies were required, when theatremen requested, to open their product to bids, but no others. There were appeals to higher courts, and much litigation. For years now, "equal opportunity to all" to buy any picture, is the only requirement covering film sales. And, as far as "bidding" is concerned, a legal friend of ours describes it as: "Everybody can, but nobody has to!" We have considered dropping "TIP ON BIDDING" completely because it seems to suggest that all features accompanied by such a "tip" are worthy of bidding. To use the old song title, this "ain't necessarily so!"

What do our readers think about this?

From MASSILLON, OHIO

In my opinion, the opportunity afforded theatre managers for recognition, by your weekly SHOWMANSHIP SWEEPSTAKES contests, is the best morale builder of all trade publications.

LEN SCHWARTZ
Lincoln Theatre

EDITOR'S NOTE: And that \$100 bill is the best "certificate" or "award," too!

From GETTYSBURG, PA.

The feeling I got when I saw my entry in print (Winner—SHOWMANSHIP SWEEPSTAKES Contest No. 66) was one of pride, super-charged with an inspiration to do more and better things. Such a feeling knows no price tag and it will live in my memory forever. SHOWMANSHIP SWEEPSTAKES will be hearing more from my corner.

BILL HENDLEY
Majestic Theatre

EDITOR'S NOTE: There is a \$100 bill in open competition each and every week.

From HUDSON, N. Y.

I think everyone particularly likes one feature of a trade magazine better than any other. In fact, I regularly subscribe to five trade papers in order to get a particular feature from each that I think is best.

Let me say, for my money, your editorials are second to none. You're theatre services are tops, too!

I feel the best way I can say thanks, is with the enclosed check for another three years of MOTION PICTURE EXHIBITOR.

MEARL A. ROSE
Sunset Drive-In

EDITOR'S NOTE: While we don't like to share your "likes" with four other guys, we suppose that "editorials" and "theatre services" are pretty important in a trade paper so we'll settle. Ever think that those two things reflect the fact that we are theatremen, and not just writers.

From WASHINGTON, D. C.

Recently I obtained a copy of your publication and have found it very helpful in our selection of films. Our College is a Theological House of Studies for the training of young men to the priesthood. We must be careful in our selection of films for most of the new films are in CinemaScope, which we are not equipped to show. Thus your issue (dated November, 1955) has been most useful in helping us to keep informed.

I would appreciate having a few of your issues of a more recent date. If you have some back issues which you no longer have use for, I would be most grateful for them.

REV. MR. JAMES F. BOYLE, C.S.C.
Holy Cross College

EDITOR'S NOTE: A complete back file of the pink Review Sections, from September, 1955 to date, has been forwarded to the Rev. Mr. Boyle. That year-old copy must be pretty dog-eared by now. But it is too bad that these shut-in students can't enjoy CinemaScope. We wonder if Spyros Skouras knows?

From GLENVILLE, W. VA.

I have been a subscriber for over six years at my Plaza, Clay, W. Va. We now have another indoor theatre and a drive-in. While I was never one to write to magazines, I do want to tell you that I sincerely enjoy reading MOTION PICTURE EXHIBITOR.

R. DALE BOWYER
Theatre Owner

EDITOR'S NOTE: We're happy that you wrote this once, anyway! Thank you!

From ONTARIO, ORE.

In case it might prove helpful to others, I am describing my theatre's procedure in handling CinemaScope trailers, whether in magnetic or optical sound. Of course I refer to situations where there are no other CinemaScope subjects on the program.

We always schedule a cartoon with every program and we splice the CinemaScope trailer on the head of the cartoon, making an eight or nine minute reel. If the trailer has magnetic recording, we thread through both sound heads. Thus we have ample time to change lens and apertures with no hurry and no interruption of the performance.

You might think the cartoon would appear grotesque in CinemaScope when it was not filmed for it, but this is not the case. The cartoon characters are distorted caricatures in any event, and projecting them in CinemaScope does not make an inferior presentation. In fact, they are enhanced by the use of the wider screen image.

JAMES T. POTTER
Pix Theatre

EDITOR'S NOTE: Many theatremen have advised us of this method so it seems to be in wide use. It would seem that anything that results in CinemaScope trailers and magnetic sound being used on features presented in CinemaScope and magnetic sound is worth the effort.

From POCOMOKE CITY, MD.

When I don't like something I tell the person so, and therefore, when I do like something I suppose I have an equal obligation to speak up. I like "THE TIP-OFF ON BUSINESS" as published in MOTION PICTURE EXHIBITOR. In fact, I like it so much, and get so much information from it that is helpful in buying my pictures, that I'd like to see it published every week.

Of course, your pink Review Section is outstanding, and I don't know how I would get along without it. I have every pink section back to 1938, and would not part with them for anything. I depend on these files a great deal.

WILLIAM G. MYERS
Pocomoke Drive-In

EDITOR'S NOTE: Praise like this is easy to take. Under existing conditions we don't like to add anything that will use more space, but we'll see! And, thanks a lot!

From WASHINGTON, N. C.

As Feature Editor Nonamaker knows, I am a constant contributor to SHOWMANSHIP SWEEPSTAKES, and already have several Achievement Citations to my credit. As a matter of fact I am interested in all activities of MOTION PICTURE EXHIBITOR. It's swell!

BILL BUTLER
Turnage and Reita Theatres

EDITOR'S NOTE: Keep up the good work. One of these weeks you'll hit that \$100 jackpot. As someone once said: Keeping everlastingly at it breeds success!



A LITTLE SHORT ON SHORTS

THIS ALMOST MERITS publication under our better known title, GRIN OF THE WEEK.

During recent weeks several different contemporaries have published Short Subject Issues, or Sections, glorifying the "importance" of short subjects in the composition of any well balanced show. For enough pages to insulate the ads, sales executives and staff writers expounded their considered views on this same "importance," complete with pictures and quote marks.

Now, we agree wholeheartedly that short subjects are "important." Not only do we say editorially that they are "important," but we prove what we say by reviewing each and every short subject with the same "theatre-wise" care that we give to the reviewing of features.

But let's look at the record: In the very Short Subject Issue of one contemporary, a current short subject chart listed 325 shorts, complete with production numbers and release dates—but showed that they had actually reviewed only 142 of them, or about 44 per cent. And, in the very Short Subject Issue of a second contemporary,

a current short subject chart listed 292 shorts, complete with production numbers and release dates—but showed that they had actually reviewed only 161 of them, or about 55 per cent. So, while short subjects seem "important" enough for special Short Subject Issues, or Sections, it wouldn't seem that they are "important" enough to warrant 100 per cent reviewing attention.

By direct contrast, The Shorts Parade chart in this November 7 issue of MOTION PICTURE EXHIBITOR lists 386 shorts, complete with production numbers and release dates, but 33 of which are listed for current or future dates that would not permit a review at this time. Of the 353 remainder, a total of 340, or about 96 per cent, show that they have actually been reviewed, and list the actual page of the review section, the rating, the running time, etc.

If any reader wants to know *which trade paper really believes that short subjects are "important,"* we suppose the record speaks for itself. So that is our grin for this week!

WELCOME TO REGAL

AT THE REQUEST OF Bob Lippert, West Coast circuit owner and showman to his finger tips, we sat in a screening room the other day and looked at "STAGECOACH TO FURY," the first of five features that have been finished by Regal Productions, for distribution through 20th Century-Fox. Frankly, we were impressed. And, if the same production quality, pace, and entertainment level can be maintained in their future efforts, this industry has won a new source of supply.

As we get the story, Spyros Skouras, of 20th Century-Fox, authorized the advance of the production dollars to Bob Lippert and his associates in Regal. They, in

turn, have worked hard to make every buck they spend "look like five on the screen." And the resultant Cinema-Scope, black and white, action pictures will be *in addition* to the regular 20th Century-Fox lineup.

The first picture features Forrest Tucker and Mari Blanchard, who do a very commendable job. It is Regal's announced intention to continue using fresh, newer faces that may develop into future stars. And, while "STAGECOACH TO FURY" may never play the Music Hall or Grauman's Chinese, it is certainly useable by 90 per cent of the theatres of the nation.

Nice to have you aboard, Regal!

REALISM IN SHOWMANSHIP

WE DOFF OUR EDITORIAL chapeaux to Elmer Rhoden and "Rick" Ricketson, of the big National Theatres circuit for their realistic views and activities toward a profitable future.

Cutting through the smog of "what's wrong with picture business," and through the hysteria over free pictures on TV, this 330 theatre company has announced, and is in the process of completing, a program which

includes the building of four new theatres and the spending this year of \$2,000,000 in remodeling old ones. Having carefully surveyed each and every theatre in their portfolio, for its future profit potential, those unsuitable for renovation, or those situated in run-down neighborhoods that can no longer support a theatre, are being closed and offered for sale to some other business. The four new theatres are being built out in the sub-

urban residential areas surrounding Los Angeles, where they will serve the mushrooming population with every new technique, with the ultimate in modern air conditioned comfort, and with that most important of all modern conveniences—ample adjacent parking.

In discussing the above recently, "Rick" Ricketson made the Associated Press wire with: his belief that "6,000 theatres will pass out of existence in the next three years," his confidence that this total loss would not be permanent, and his forecast that many of the closed conventional theatres would be replaced by drive-ins, and in the new modern suburbs by new modern conventional structures.

We suspect that all of this was in the AP story, but it occasioned little industry surprise that only the quote marked few words from the above, relating to the end of 6,000 theatres, was considered newsworthy by most of the nation's newspapers. But there wasn't anything

wrong in what "Rick" said! Or in this thinking—or in the thinking of his president, Rhoden!

There are many theatres operating today that structurally cannot be made to conform to the new large screen presentation techniques, or to even minimum patron demands for modern comforts. They will disappear. Those that remain will need to be brought to a peak of modern excellence in both presentation and comfort. And, as our ability to continue to prosper returns confidence in our theatre industry to the various lending agencies, every effort should be made to follow the population shifts to the suburbs by erecting modern new theatres complete with ample adjacent parking.

And, by the way, does anyone know of a properly managed, modern, and well-equipped theatre, with ample adjacent parking, that isn't doing a solid weekly gross?

We don't!

WE GIVE SOME SPACE TO MR. CROSBY

MENTION THAT MONIKER around picture business and everybody thinks you mean Bing. So in deference to "Der Bingle" and his boys, we'd better say quickly that the gent in question is the non-crooning, and probably less wealthy, Crosby who writes a most intelligent syndicated TV column.

In his column under date of October 23, John Crosby said: "In Los Angeles, a TV station ran a 12-year-old feature film, 'THIRTY SECONDS OVER TOKYO' the other night and captured twice as big an audience as the three network stations out there put together and a larger audience than all six competing stations combined. That sort of thing, of course, is going to cause talk.

"This is the year when feature films on television are going to be better than ever. At least 200 of the best films Hollywood ever made are going to be doing the rounds of television stations and their impact will be closely watched and, if past experience is any guide, wildly misinterpreted." Mr. Crosby proceeds: "In the first place, Los Angeles is a lot more movie conscious than most cities. Even more important is the tremendous plugging the film received, including \$40,000 worth of

advertising plus the equivalent of \$60,000 worth of free advertising on KTTV. Few pictures ever had that much ballyhoo spread around a single city. Still another is the fact that it was a pretty good picture."

And Mr. Crosby concludes: "Some pictures are going to do well on television and some aren't. It isn't that simple. You cannot say that feature films will murder situation comedies because it depends on which feature films and what situation comedies." . . . "The only thing you can't do is draw sweeping conclusions about live vs. filmed feature movies—and that's exactly what a lot of big brass will do. To me a much more interesting issue is whether Hollywood can compete successfully with itself. After all, the film capital is still trying to get people into the theatres—while some of its best pictures are to be had for free on television."

We can only add that, while all of this TV success was taking place, according to Messrs. Rhoden and Ricketson of National Theatres circuit, theatre business was not affected. Is it possible that old movies on TV only compete for interest with other TV shows?

An interesting speculation, isn't it!

GRIN OF THE WEEK

WE ARE INDEBTED to Ted Munson of Telco Theatres' Coral, West Palm Beach, Fla., for the following, originally published in the Palm Beach Post-Times:

"According to the gossip mills, some of the boys who cater to the teen-age entertainment trade are proposing what they believe could be the smash tie-up of the century.

"They want Elvis Presley, who 'sings' while he writhes as if seeking to escape a cobra's embrace, to do the movie life story of the late James Dean, a talented young actor who in death is getting more attention than he did in life.

"Putting these two teen-age 'crushes' together obviously would be an inspiration equal to running 'Gone With The Wind' and 'Birth of a Nation' as a double feature.

"Now if they just can get Eddie Fisher to sing the inevitable theme song, and have actor Tab Hunter run around addressing the nation's youth to promote the film, they may really stagger the boxoffice. Indeed, if even half this prospect comes to pass, television may be dead."

Yeah man! And don't forget to bury the whole thing in ketchup!

Jay Emanuel

WESTER

TEL

. HAL WALLIS' "HOLLYWOOD OR BUST"

acter is
proper symbol.

The filing time shown in the date line on the

WU012 PD WUX NEW YORK NY OCT

GEORGE WELTNER, PARAMOUNT PICTURES

1501 BROADWAY NYK

HAVE SEEN ALL MARTIN AND LEWIS

"HOLLYWOOD OR BUST" RANKS

PARAMOUNTS CHOICE OF THIS

SHOULD ADD PLENTY TO THE

GROSSES. REGARDS

EUGENE PICKER



DEAN

MARTIN

and

JERRY

LEWIS

HOLLYWOOD

or

BUST

A HAL WALLIS PRODUCTION

CO-STARRING PAT CROWLEY · MAXIE ROSENBLUM

GUEST STAR ANITA EKBERG

DIRECTED BY FRANK TASHLIN · WRITTEN BY ERNA LAZARUS
NEW SONGS BY SAMMY FAIN AND PAUL FRANCIS WEBSTER
A PARAMOUNT PICTURE

TECHNICOLOR®

VISTAVISION

THIS IS IT-FOR CHRISTMAS AND NEW YEAR

M

1201

LT = International Letter Telegram

Time of receipt is STANDARD TIME at point of destination

"T" IS A REAL RECORD BUSTER!

6 437PME

DISTRIBUTING CORP

TURES. IN MY OPINION
BEST. CONGRATULATIONS.
RE FOR CHRISTMAS AND NEW YEARS
S GAIETY AND TO THE HOLIDAY
SIDENT LOEW THEATRES.



AR'S DATES FROM PARAMOUNT



TV Gets 156 More 20th-Fox Films; Theatres Will Benefit, Says Skouras

NEW YORK—Spyros P. Skouras, president, 20th Century-Fox Film Corporation, last week announced that his company had entered into an agreement with National Telefilm Associates, Inc., commonly known as NTA, for the licensing of certain of his company's feature motion pictures produced prior to 1948, and for the acquisition of 50 per cent of the stock of NTA Film Network, Inc.

Under the terms of the agreement, 20th-Fox will receive the sum of \$5,850,000 in payment of a five-year license to NTA for 39 of the older Class A pictures and 39 of the class B pictures of TCF. In addition, 20th-Fox will receive 45 per cent of the gross income received by NTA over and above the license fee, plus a reasonable allowance for NTA's overhead and distribution fees.

20th-Fox also agreed to license to NTA an additional group of 39 older class A pictures and 39 class B pictures commencing in 1957. The terms are to be at least as favorable as for the first group.

The film company's obligation is limited to two groups of 78 pictures each over the next two years. 20th-Fox has an option to require NTA to license three additional groups, making five groups in all.

An important element in the agreement is the issuance to 20th-Fox of one-half the stock of the newly formed NTA Film Network, Inc. The network began opera-

tions Oct. 15 with more than 100 affiliated stations throughout the United States and its possessions.

The agreement also provides for the production by 20th-Fox of new television films for NTA, similar to the productions 20th Century-Fox is now making through its television subsidiary, TCF Productions.

Skouras emphasized his belief that this arrangement should prove beneficial to the American motion picture theatre industry by creating in television viewers the desire to see entertainment in the motion picture style, a vastly superior technique possessing a quality far surpassing television entertainment. Skouras said that this especially should produce in the children, who are introduced to the motion picture form via these older productions, an appetite for the new and superior films, and create in them the habit of going to the movies.

Skouras stated that negotiations between 20th-Fox and NTA were initiated by Charles K. Feldman, head, Famous Artists Corporation. Also participating in the negotiations were TCF's executive vice-president, W. C. Michel; treasurer, Donald Henderson, and chief counsel Otto E. Koegel. NTA was represented by the president of that company, Eli Landau; its executive vice-president, Oliver A. Unger, and its vice-president in charge of sales, Harold Goldman.

BROADWAY GROSSES

(As of this Monday)

Business Up On Main Stem

NEW YORK—Business was generally improved in the Broadway first-runs last weekend due to the arrival of some new product and the staying quality of some holdovers.

According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the breakdown was as follows:

"The Girl He Left Behind" (Warners). Paramount (\$45,000)*—Second week dropped to \$27,000.

"Giant" (Warners). Roxy (\$40,000)—Still doing a giant of a business with \$69,000 reported for Thursday through Sunday, and the fourth week heading toward \$105,000. Ice show on stage.

"Friendly Persuasion" (Allied Artists). Radio City Music Hall (\$144,000)—Thursday through Sunday resulted in \$88,000, with \$145,000 in sight for the first week. Usual stage show.

"War And Peace" (Paramount). Capitol (\$49,000)—The 11th week accounted for \$27,000.

"Port Afrique" (Columbia). Globe (\$14,800)—Only \$10,000 in sight for the first and only week.

"Oklahoma!" (20th-Fox). Mayfair (\$15,000)—Sensational \$33,000 claimed for the first week of this popular priced engagement in CinemaScope.

"The Bad Seed" (Warners). Astor (\$29,000)—Down to \$19,000 for the eighth week.

"The Solid Gold Cadillac" (Columbia). Victoria (\$20,400)—Still rolling along with \$32,000 for the second week.

"Between Heaven And Hell" (20th-Fox). Loew's State (\$28,700)—Down to \$7,500 for the last four days of the fourth week.

*Figures in parentheses are 1955 weekly averages based on MOTION PICTURE EXHIBITOR reports.

Republic, British Lion Sign Pact

HOLLYWOOD—Herbert J. Yates, president, Republic Pictures, announced last week conclusion of a long term contract with Sir Arthur W. Jarrett, managing director, British Lion Films, Ltd., for distribution of all Republic product in Great Britain and Eire. Finalizing of the distribution deal marks the renewal of a long standing association between Republic and British Lion.

Negotiations were concluded by Yates through Reginald Armour, executive vice-president of Republic Pictures International.



The NEW YORK Scene

By Mel Konecuff

IS THERE A SHORT IN YOUR FUTURE?: Walter Lantz, cartoon maker extraordinaire, was in town recently with some observations on the making of cartoons present and future. First of all, he'd still like to try and get a half-a-buck more on each booking which would make staying in business a little easier.

He felt that the short is to the theatre program what the comics are to the newspaper, and almost every newspaper has some comics. Presently his cartoons run about six minutes and

each cost anywhere from \$35,000 and up, and at the present rate of rental it takes about four to five years to get his money back. They used to run seven and eight minutes but were reduced to six to keep mounting costs down.

The only way to overcome the low rentals is by repeat bookings which is possible because the subject matter is not of the timely variety. In addition, six of his cartoons are re-issued every year which helps bring in added revenue. His yearly schedule works out to six Woody Woodpeckers, three Chilly Willies, four specials with a variety of characters and six re-issues.

Lantz opined that the industry will no longer see any new cartoon makers enter the business because it's too expensive to do so, and he wouldn't be at all surprised that if costs continue to mount, some of the present group of cartoon-makers might well leave the business. In today's market, a cartoon has a potential of 12,000 to 13,000 bookings in the U. S. and Canada, whereas in 1946-47 15,000 to 16,000 bookings were possible. He estimated that if \$60,000 were realized by a cartoon in the combined foreign and domestic market today, the producer would be doing well.

The average cartoon rental comes to \$3.47 for a three day period and he thought that there should be at least a 10 dollar minimum for this type of booking which would encourage the producer and result in new and better talent. As for CinemaScope, there is no point in making cartoons in that medium as exhibitors just won't pay extra for them and they do cost more. He estimated that about 140 cartoons are being turned out by the combined industry whereas back in 1946-47 175 reached the market. The cut was due to higher production costs, low rentals and a reduction in bookings. About 250 prints are made on each of his cartoons.

(Continued on page 14)

I N D E X

VOLUME 57, NUMBER 2 NOVEMBER 7, 1956
SECTION ONE

LETTERS	3
EDITORIAL	4
THE NEW YORK SCENE	
BY MEL KONECOFF	8
SHOWMANSHIP SWEEPSTAKES	16
NEWS OF THE TERRITORIES	20
PHYSICAL THEATRE	PT-1—PT-16

SECTION TWO

THE SERVICESECTION	SS-1—SS-8
(The Yellow Check-Up)	

TOA Leaders Hit Film Famine And Bidding

Fabian Calls For More Pics And Single Exhibitor Group; Levy Suggests Reevaluation Of All Bidding Situations

JACKSONVILLE, FLA.—A definite note of optimism and confidence in the future of the motion picture industry, tempered by a realistic approach to current exhibitor problems was evident at the convention of the Motion Picture Exhibitors of Florida last week in the Roosevelt Hotel, with over 400 theatremen from Florida, Georgia, and Alabama, and many industry leaders in attendance.

S. H. Fabian, president, Stanley Warner Corporation, in a keystone speech titled "The Road Back To Theatre Prosperity," said, "... There is increasing evidence that today's audiences are more than willing to accept unusual attractions . . . they now go for off-beat pictures . . ."

Reasserting his faith in the future of exhibition, he warned, however, that the old days and old ways are gone, but assured "we can go forward under the new conditions and the current competition."

Touching on the matter of available product, Fabian said that with enough pictures, "we can retain our position as the most important factor in the relaxation and entertainment of the American public." Attacking the reduced output from Hollywood, Fabian stated that, "among other reasons, theirs is the fallacious belief that if they make fewer pictures, they can make better pictures. We don't know how to change their thinking, even though we have tried. We are sure, however, that time and experience will do that. But we do know emphatically that this policy of releasing a limited amount of pictures is detrimental to our welfare."

Fabian also restated the Stanley-Warner willingness "to invest sufficient money, time and energy to make a number of top quality pictures."

He urged a return to the thinking of the 1930's "when business was as desperate as it is today, and perhaps more so." He recalled that the exhibitors, not on a national or regional basis, but on a local basis, worked out their problems in those depression years. Such a development today might result in determination by reason, instead of chance, what theatres would be closed, Fabian suggested.

"Analyze your common interests," he proposed. "Use common business sense in meeting this emergency together, practice exhibitor unity, and we will have again a satisfactory operation and a future in exhibition."

Fabian stressed the basic importance to exhibition of one strong exhibitor organization to include all factions and opinions.

Ernest G. Stellings, from Charlotte, president, Theatre Owners of America, outlined a nine-plank program by which TOA leaders have begun to seek a more harmonious relationship with other segments of the industry; and a program to

Investment Survey Finds Industry Outlook Good

NEW YORK—At a time when the economy in general may be faltering, the fortunes of the motion picture industry appear to be headed upward, according to a survey made by the Arnold Bernhard and Company, Inc., investment advisers, and published in that firm's "Value Line Investment Survey."

The Survey stated that continued keen competition from television and a scarcity of top-flight films have depressed the movie business over the past year, but that there has been a noticeable revival in theatre attendance, and an increasing number of high-quality productions.

Another favorable action seen by the Survey was the systematic liquidation of non-earning assets, such as film libraries and unprofitable properties. "Large capital gains are being realized," the Survey said, "along with sizeable cash proceeds that may be invested in new and profitable ventures either inside or outside the industry."

Looking ahead three to five years, the Value Line Survey sees several favorable factors that indicated that "the higher level of theatre attendance expected in 1957," will not merely be a temporary boom. These factors included an increasing number of good films, the growth of 15-24 year old group, and a lessening of the impact made by television.

widen and deepen the public's acceptance of motion pictures.

Herman M. Levy, general counsel, Theatre Owners of America, Inc., from New Haven, Conn., stated in his speech, "... It is time for the industry to take inventory of itself. The first move must come from distribution—because it is the source of supply for the theatre owner. . . . In all situations now employing competitive bidding the direct result is inordinately high film rental. In a substantial number of theatres the rental paid as a result of competitive bidding, is, in varying degrees, higher than that which the same, or comparable theatres would pay, if they were not bidding competitively. In fact, there are many cases wherein distributors, in competitive bidding, place 'minimums' on bids, which they will 'consider' that are higher than the so-called national terms which they seek in non-bidding situations. . . . Except in rare instances competitive bidding accomplishes no more than a division of product at very high rentals.

"Distributors should evaluate all competitive bidding situations in order to determine whether, with their help and with the cooperation of exhibitors, much of that bidding can not be eliminated—either on the basis of court rulings, that have removed former fears, or, through the use of the industry patterns that have evolved.

(Continued on page 14)

Cinerama Almost Out Of Red; New '57 Entry

NEW YORK—Milton J. Sutliff, president, Cinerama Productions, told stockholders last fortnight that his company has liquidated \$1,940,000 in debt, and, in effect, paid \$3,578,000 out of theatre net income for its share of exhibition and production costs of "Cinerama Holiday" and "Seven Wonders Of The World," since assigning its exclusive license and obligations for the production and exhibition of Cinerama pictures to Stanley Warner and Stanley Warner Cinerama in 1953.

Sutliff said the re-negotiated agreement with SW and SW Cinerama concluded on June 28 resulted in a 25 per cent increase in the Cinerama Productions share of current net profits of the first four Cinerama theatres, plus an immediate distribution of 10 per cent of net profits of 11 additional theatres opened in the U. S. and Canada, effective with the exhibition of "Seven Wonders Of The World."

By the end of the company's fiscal year, the company hopes to have settled advantageously all outstanding claims with Cinerama, Inc., and terminated all future obligations to Lansing Foundation, Inc., Sutliff said.

All borrowings are expected to be repaid by May, 1957, and the remainder of Cinerama Productions' share will then be applied by SW to the reduction of costs, fees, and interest. When these are taken care of, Cinerama Productions will receive 50 per cent of the net income from Cinerama theatre operations, Sutliff concluded.

He also announced that Lowell Thomas had already completed the fourth Cinerama picture, "The Search For Shangri-La," and that it will have its premiere in the summer of 1957.

Audience Poll Delayed

NEW YORK—Council of Motion Picture Organizations this week advised its membership that the production of promotion materials on the Audience Award campaign originally scheduled to be held from Christmas Day to Jan. 3 has been temporarily held up pending a reexamination of the dates with a view of strengthening the promotion for the benefit of the theatres and to eliminate, if possible, any conflict with the Academy Awards. The reexamination of dates was requested by Elmer Rhoden who, with Leonard Goldenson, has agreed to serve as national co-chairman.

Sam Pinanski and Robert W. Coyne, members of the Council governing committee, in a letter explaining the delay in putting the promotion materials into production to the Council membership, emphasized that this deviation from the plan tentatively set for the Audience Awards campaign does not reflect any friction with the Academy Awards group or the MPAA advertising group which has come up with several projects requiring exhibitor cooperation and designed to increase attendance.

American Films To Penetrate Iron Curtain, MPEA Bd. Approves Sales

NEW YORK—In a move that is calculated to both gain entry of American feature films behind the Iron Curtain and to bring in extra added revenue to the amount of half-a-million dollars to American distributors, the board of directors of the Motion Picture Export Association unanimously approved a recommendation made by president Eric Johnston to sell the films to Hungary, Czechoslovakia, and Poland.

Tentative agreements covering a one year period with these countries are in the works whereby each would take anywhere from 10 to 40 features at varying prices. Selections would be made from a list of several hundred features, including some current product, and these may even include CinemaScope product which could be run in several wide screen installations in those countries. The deals call for negatives to be rented them for a three year period, and for same to be returned with prints either to be made by the countries themselves, or by MPEA arrangement, which would cost them extra. The prices of the films will vary, and dollars will be used for all the purchases.

Films that tend to give an erroneous impression of the U. S. won't be included in the lists, and the MPEA reserves the right to supervise prints and showings to make sure that there is no distortion of content. Johnston reported that if all parties are pleased with the agreements and their outcomes, the deal may well be carried over for another year and at that time more films will be included in the contracts. Government changes or realignments of the political set-ups in any of these countries won't change the agreements, it was said.

Talks will be continued with the governments of East Germany and Roumania with an eye towards early conclusion of negotiations for similar deals in those countries. No agreement with the Soviet Union has been reached primarily because they insist that the MPEA take on Russian product for widespread distribution in the U. S., something that other interested countries do not insist on. In those areas Johnston has offered them the usual advisory service that is available to any foreign distributor and/or producer who wishes to show his films here.

Johnston told the Russians he cannot guarantee them any distribution in theatres in America since exhibition is separate and apart from production and distribution and that they are free to make their own exhibition arrangements. It seems that 37 features were shipped here from Russia last year and these received limited playoffs in the U. S. The Russians would like to see some of their features reach 8,000 to 10,000 accounts. As a result of a lack of a guarantee from Johnston, negotiations between the MPEA and the Soviet have bogged down.

United Artists which is not a member of the Association since its recent resignation, will sell its product on its own, but in full cooperation and coordination with the MPEA.

Theatre Census Reflects D-I's Rise, Revenue Sag

WASHINGTON—The U. S. Census Bureau reported last fortnight that motion picture theatre revenue fell from \$1,614,235 to \$1,407,151 between the two last census periods, 1948 to 1954, and that the number of houses dropped from 18,532 to 18,491.

The report also reflects the increase in the number of drive-ins. In 1948 there were 811 with a revenue of \$46,833,000, whereas data gathered last year on the preceding year's business shows 3,775 drive-ins doing a total business of \$227,780,000.

Among other interesting statistics released, it was shown that in production, 775 companies received receipts of \$130,355,000; and in motion picture distribution, including export business, 1,156 companies received \$685,404,000 in 1954.

AB-PT Gets Another Extension

WASHINGTON—The Justice Department last fortnight granted American Broadcasting-United Paramount Theatres another extension of time in which to dispose of 22 theatres requiring divestiture under the terms of the Paramount consent decree. The deadline was pushed up from Nov. 5 to Jan. 15.

It was said that the theatres involved are three of the Maine-New Hampshire Theatres Company, in which AP-PT owns a 50 per cent interest.

Italo-American Group Co-Producing Six Films, Lombardo Discloses

NEW YORK—Dr. Goffredo Lombardo, president and sole owner, Titanus Films, Italy's largest and oldest producing organization, at a Hotel Plaza press conference last week disclosed plans for the making of six features in association with film interests in the U. S. at a cost to it of between \$5,000,000 and \$6,000,000.

Lombardo, who also heads the Italian producers' association, reported that more than one U. S. company will be involved in his firm's Italo-American co-production plans. The pictures will be made in both this country and Italy, with most of them to be made there.

Lombardo, who was accompanied by Franco DeSimone, general manager of Titanus, and Robert Gordon Edwards, Titanus' public relations director, expressed confidence that the results of the collaboration would prove "important" to both this country's film industry and Italy's. He said that the best way to insure the success of an Italo-American production would be to put into it Italian and American money as well as Italian and American talent.

It was stated that the Italian film industry has an "important market" here

Writer Files Screen Credit Damage Suit

LOS ANGELES—Charging a conspiracy to deny him screen play credit on "Friendly Persuasion," Academy Award winning screenwriter Michael Wilson last week filed a \$250,000 damage suit against the film's producers.

The suit was filed in the Los Angeles Superior Court just a few hours before the world premiere of the film, which was produced and directed by William Wyler. Wyler is named as a defendant, as is his brother Robert Wyler, a writer, and Allied Artists, the producing studio. Other defendants are Liberty Films and Paramount Pictures, former owners of the property, and Jessamyn West, upon whose short stories the screen play was based.

Wilson was an unfriendly witness before the House Committee on Un-American Activities in 1951. Though the Writer's Guild upheld Wilson's right to credit on "Friendly Persuasion," Allied Artists has invoked a little-known clause in its contract with the Guild which relieves producers of the obligation to give credit to writers who have refused to cooperate with Congressional investigators.

Wilson, on the other hand, claims that his right to credit is guaranteed by his original contract with Liberty and that Allied Artists assumed this obligation when it acquired the property.

Rube Perlman

NEW YORK—Funeral services were held last week for Rube Perlman, DCA field representative, at the Riverside Memorial Chapel. Perlman died of a coronary thrombosis in Cleveland on Friday.

He is survived by his wife, two children and a grandchild.

for its product, and that Titanus had invested more money in product this year than at any time in its 53 year history, with its program comprising 16 pictures.

It was revealed by Lombardo that he intends to make arrangements to buy some "important" American pictures for release in Italy by Titanus, which is active in distribution and exhibition as well as production. He also said that Titanus was interested in contributing some financing to the production of American films in a bid to acquire the Italian distribution rights to them.

He expressed agreement with the suggestion of Dr. Eitel Monaco, president, ANICA, that the number of pictures made in Italy be reduced in an effort to strengthen the position of the Italian industry.

Lombardo said he was in favor of the removal of all European barriers to free traffic in motion pictures.

One of the company's immediate projects will be the development of new talent for the Italian market, he said, adding that "Today you can't produce just any old picture. . . . We must make pictures with ideas."

Special Wyler Tribute At "Friendly" Opening

HOLLYWOOD—A special tribute was paid to William Wyler, producer-director, Allied Artists' "Friendly Persuasion," last week at the film's premiere at the Fox Wilshire.

Samuel Goldwyn presented the special Irving G. Thalberg memorial award to Wyler, who has won 29 Academy Awards. In a stage ceremony, Wyler was presented with a silver bowl, 12 goblets, each bearing the signature of a star whose work in a Wyler production won an Oscar, and a large tray.

The tribute arrangements committee headed by Goldwyn, included Charles Brackett, Steve Brody, Bette Davis, Sidney Franklin, Y. Frank Freeman, Greer Garson, Gregory Peck, David O. Selznick, and George Stevens.

Wyler also received the well wishes of President Eisenhower, who sent a congratulatory wire.

Following the premiere, Wyler was honored at a buffet supper hosted by Allied Artists for 500 industry leaders and stars.

Columbia Board Meets

NEW YORK—Columbia Pictures board of directors last fortnight called a stockholders meeting "in lieu of the annual meeting" to ratify employment contracts for two executives and to elect a board of nine directors.

Up for approval is the pact of A. Schneider, first vice-president and treasurer, and the issuance to him of a stock option of 35,875 shares at the price of \$17.76 per share; and an option to Gerald Rackett, executive in charge of the Columbia laboratory operation, for 1,000 shares of stock at the initial price of \$19.36.

Those directors up for reelection are Harry Cohn, president; Jack Cohn, executive vice-president; Schneider; Leo H. Blanche; N. B. Spingold; vice-president A. Montague, vice-president; Donald S. Stralem, Alfred Hart, and Abraham Sonnabend.

Salaries paid some of these officers in their official capacities are, Cohn, \$217,300; Jack Cohn, \$148,400; Schneider, \$145,750; and Montague, \$132,500.

Eastman Earnings, Sales Up

ROCHESTER, N. Y.—Consolidated sales of Eastman Kodak Company's U. S. establishments for the first three quarters of 1956 were reported last fortnight as \$500,699,837. This compares with \$487,284,358 for the same period in 1955.

Net earnings after taxes for the 1956 three quarters were \$60,968,204 as compared with \$57,982,467 reported in 1955. Earnings were equal to \$3.32 per share on 18,277,260 common shares outstanding compared with \$3.15 per share a year ago.

Theatres Get "Johnny" First

NEW YORK—"Johnny Tremain," originally planned for presentation on the Disneyland television show, will instead be released as a regular theatrical feature, it was announced by Walt Disney.

"Johnny Tremain," which is under the direction of Robert Stevenson, will be released by Buena Vista. The world premiere of the picture is scheduled for early summer.

Magna In Strong Financial Position, Future Prospects Look Bright

NEW YORK—Magna Theatre Corporation operations proceed so satisfactorily the company will retire \$2,000,000 of its \$6,000,000 debenture indebtedness by March, 1957, and anticipate retiring the remaining four million dollars before the next annual meeting in October, 1957, more than two years in advance of due date, according to an announcement made by George P. Skouras, president, at the annual stockholders meeting last fortnight.

The picture "Oklahoma!", in the Todd-AO wide-angle, curved screen process has been an outstanding success as a road show in 28 key cities in the U. S. and Canada, Skouras said.

The glowing reviews given "Around The World In 80 Days," also in the Todd-AO process, and the announcement by Rodgers and Hammerstein that "South Pacific" shortly will be made in this process, which Magna controls, undoubtedly will induce a large number of motion picture exhibitors to install Todd-AO equipment in their theatres with resulting benefits to Magna, Skouras told the stockholders.

The stockholders approved a plan under which Skouras continues as president of Magna without salary as heretofore, until the debentures are retired. The contract with Skouras is for five years and includes a stock option.

It was also noted that under its agree-

ment with RKO Radio for the distribution abroad of "Oklahoma!" in the CinemaScope version, Magna will get \$1,000,000 in July, 1957, in addition to the \$2,000,000 already advanced by RKO for the foreign distribution rights to this picture.

Albert E. Bollengier, vice-president and treasurer of the company, revealed that revenue for the first eight months of the current fiscal year, which began Feb. 1, was \$3,645,000. This compares with \$583,000 for the whole of the previous year. Gross revenue from road show engagements of "Oklahoma!" through Sept. 30, 1956, was placed at \$2,228,000.

Bollengier said that before "Around The World In 80 Days" gets out into the field there will be at least 20 additional theatres added to the list of those equipped for the Todd-AO process. Five of these will be American Broadcasting-Paramount Theatres.

Two new board members were named. They are Raymond V. Wemple and Herbert P. Jacoby, who is secretary of the company. They fill vacancies caused by the resignations of Joseph M. Schenk and Charles Seligson.

Reelected as board members were Oscar Hammerstein II, James M. Landis, Charles B. McCabe, Richard Rodgers, Edward H. Rowley, Joseph M. Seider, Frederick M. Warburg, James F. Burns, Jr., Skouras, and Bollengier.

UA Has 25 Films In Work

NEW YORK—Independent production for United Artists release is going full blast with 25 films starring 81 internationally-famous players currently in work before the cameras and in the cutting room. Twenty of these motion pictures can be designated as domestic productions, the remaining five are being made in Europe.

Virtually every type of motion picture entertainment is said to be represented in this production program, including historical spectacle, drama, mystery, comedy, western, adventure, crime, and movies with a modern war background.

On the domestic roster, three films are currently shooting and 17 in the editing stages.

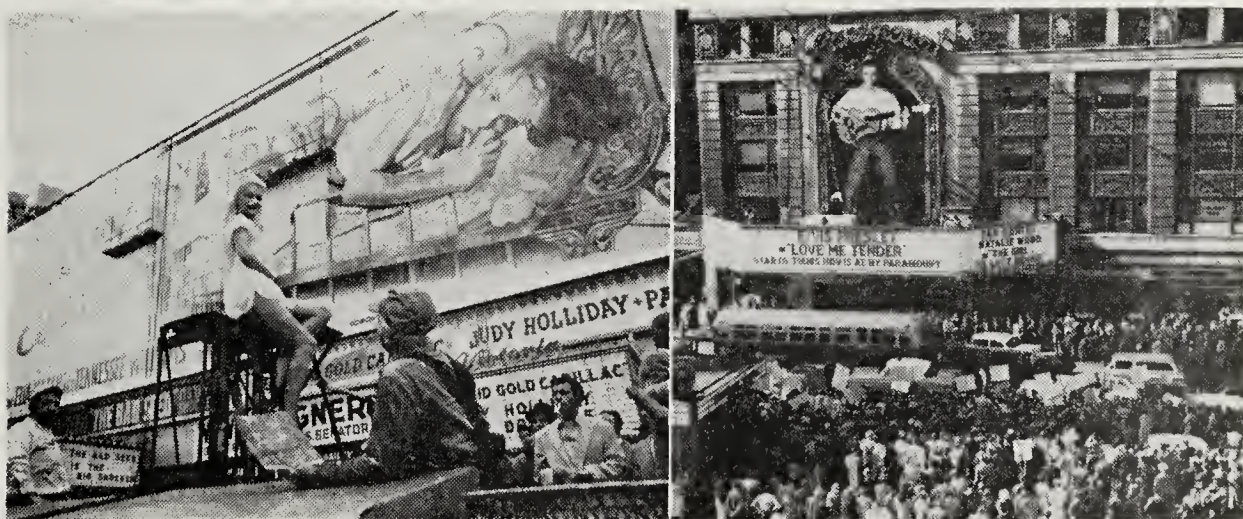
Berke Forms Production Unit

NEW YORK—William Berke resigned as executive producer for Guild Films, TV film producers, to form his own company, making full length motion pictures which will be released by United Artists, it was announced last week.

Berke, who took a leave of absence from Guild to produce "Four Boys And A Gun," now completed, changed the leave to a definite resignation.

Carrature In New RKO Tax Post

NEW YORK—Charles Carrature has been appointed manager, RKO tax department, it was announced last week. Carrature replaces Henry Horton, who recently retired, in this post.



In the New York Times Square area the theatre signs get bigger (and better) than ever as they herald movie attractions. On the left, model Lillian Bell is seen posing for artist Bob Everhart for the Warners' "Baby Doll" sign above the Astor and Victoria. This sign measures 270 by 65 feet. On the right, over 2,000 frantic fans and other thousands of passers-by watch a giant 40-foot figure of Elvis Presley as it was erected above the marquee of the Paramount for 20th-Fox's "Love Me Tender."

EXHIBITORS HAVE DEPENDED ON REPUTATION



WARNING!
VIOLENT!
DANGEROUS!

AVAILABLE NOW

THE MAN IS ARMED

Dane CLARK • William TALMAN • May WYNN • Robert H. CLARK
with BARTON MacLANE • Associate Producer: EDWARD J. WHITE • Directed by FRANKLIN ADREON
Screenplay by RICHARD LANDAU and ROBERT C. DENNIS • Story by DON MARTIN • A REPUBLIC PICTURE

A Combination That's Clicking

"THE MAN IS ARMED" "SCANDAL, INC."

S BOXOFFICE PICTURES FOR 20 YEARS

*and Republic
continues to deliver!*



CURRENT RELEASES

ZANZABUKU

THE MAVERICK QUEEN
DAKOTA INCIDENT

THUNDER OVER ARIZONA

A STRANGE ADVENTURE

LISBON

DANIEL BOONE, TRAIL BLAZER

SCANDAL, INC.



COMING RELEASES

ABOVE US THE WAVES

JOHN MILLS • JOHN GREGSON • DONALD SINDEN

A WOMAN'S DEVOTION

TRUCOLOR by Consolidated Film Industries

RALPH MEEKER • JANICE RULE • PAUL HENREID

TEARS FOR SIMON

TRUCOLOR by Consolidated Film Industries

DAVID FARRAR • DAVID KNIGHT • JULIA ARNALL

THE CONGRESS DANCES

CinemaScope

TRUCOLOR by Consolidated Film Industries

JOHANNA MATZ • RUDOLF PRACK • HANNELORE BOLLMANN

ACCUSED OF MURDER

NATURAMA TRUCOLOR by Consolidated Film Industries

DAVID BRIAN • VERA RALSTON • SIDNEY BLACKMER

The New York Scene (Continued from page 8)

Said Lantz, we may even have to turn to TV if we are driven out of the theatre field—if TV can afford us.

Questioned about whether he would ever make a cartoon feature, he gasped, "Heaven forbid."

STATISTICAL NOTE: The recent issue of *Films in Review* carries a yarn by Stanley Green wherein it noted that some 3,750,000 albums of Rodgers and Hammerstein show and motion picture songs have been sold in the post-war rebirth of the record industry. It began with the original cast recording of "Oklahoma!" and continues through the current release of the sound track recordings of the films "Oklahoma!", "Carousel" and "The King And I," and not included are individual single disc recordings, special albums and records, etc. A guess on these borders on the 10 million mark.

It looks as though the music of R and H seems here to stay for a while.

PRODUCTION NOTE: F. Hugh Herbert, he who writes funny and produces independently, returned from abroad where he just completed making "The Little Hut" for distribution through MGM. Parts were shot in England, Italy, and Jamaica, with the editing and scoring taking place in merrie olde England.

Since the play had some situations which might be frowned upon by the Motion Picture Association as well as the varied and assorted pressure groups, he changed it a bit to get a seal, feeling that he didn't want to go through another session which followed "The Moon Is Blue," which he wrote, even though it did make a barrel of money. He didn't want to get a reputation as a maker of non-seal pictures, nor did he feel up to battling for the film on all levels and in all localities.

While the deal with Metro calls for the making of the one film, which incidentally stars Ava Gardner, Stewart Granger, and David Niven, he thought it more than likely that the arrangement with that company might well be extended in the future. He likes to make pics independently not only because it insures greater freedom, but also because he can make more money which is a realistic attitude. Metro financed the film which is also pretty good.

He had a gripe against British labor unions who wanted the film classified as a British film which would have necessitated carrying full crews wherever it was to be filmed. When he refused to do this, the unions struck and added \$150,000 to the overall cost. Herbert switched to Italy, where full cooperation on all sides was accorded him.

MORE PRODUCTION NOTES: Helen Ainsworth, producer, who is associated with Guy Madison in Romson Productions, which has a producing-releasing deal with Columbia Pictures, was in town for home office discussions. Their contract with Columbia calls for six pictures to be made over a five year period which will expire in 1960. Guy Madison is president of the company, and will appear in four of the films.

Their first "Reprisal," is already starting to play and Madison went out on a tour on behalf of the film which seems to have helped somewhat. Their next, "The 27th Day," has finished as far as filming is concerned and is awaiting completion of editing and scoring. This is a science-fiction type of entry that should be released in March.

She refused to sell the industry short, stating now is a wonderful time to be in the motion picture industry even though it's a bit tough to find good stories for screen plays. She urged paying more attention to the reactions and opinions of women who can be great influences in theatre attendance. She also was for women in the industry, feeling that they can advise on attractions for femmes, and as a matter of fact, she would even like to produce a woman's picture in the future.

The former agent and talent discoverer is a great believer in the industry's need for new faces and the development of new talent.

THE METROPOLITAN SCENE: The Jewish Theatrical Guild is sponsoring a mammoth "Entertainment Industry Tribute" in honor of Jimmy Durante to be held at the Waldorf-Astoria on next March 17th. Theatrical charities which will share in the proceeds include the Motion Picture Relief Fund, The Actor's Fund of America, the Negro Actors Guild of America, the Catholic Actors Guild of America, the Episcopal Actors Guild, the Will Rogers Memorial Hospital, and the American Guild of Variety Artists. . . . Leo Pillot became a dad when Mrs. P gave birth to a daughter, in Hackensack yet. . . . A spy at 20th Century-Fox tells us the home office staff is wearing all kinds of propaganda plugging Elvis in the forthcoming "Love Me Tender." . . . Robert Ryan in town to plug the UA release "Men In War."

Cinerama Picks Up The Pace

NEW YORK—A period of eight weeks, beginning last week will see an expansion of Cinerama activities in this country. New theatre openings in Cleveland, Ohio, and Miami Beach, will raise to 28 the total number of theatres here and abroad equipped for the panoramic screen process.

Six additional cities, Atlanta, Oklahoma City, San Francisco, Chicago, and Washington, will see the premiere of the second or third Cinerama feature, Louis de Rochemont's "Cinerama Holiday" and Lowell Thomas' "Seven Wonders Of The World," during the remaining months of this year.

Peppercorn Joins Continental

NEW YORK—Appointment of Carl Peppercorn as executive assistant to the president of Continental Distributing, Inc., was announced last week jointly by Walter Reade, Jr., chairman of the board, and Frank Kassler, president. Peppercorn will work with Kassler.

Goldberg, FCA In 10 Pic Deal

NEW YORK—Jack Goldberg, vice-president, Studio Films, Inc., last week signed a 10 picture distribution deal with Film Corporation of America, a Dallas corporation, of which Leo Carillo is chairman of the board and Felix Tanco, the president.

TOA

(Continued from page 9)

"Such a revolutionary move would be applauded by most, it would be of great benefit to the entire industry, and it might well keep open the doors of hundreds of theatres."

Pinanski Suggests Exhibs Follow Merchants' Example

Samuel Pinanski, from Boston, head, American Theatres, and a leader in COMPO, cited the rise of suburban shopping centers, and said "American exhibitors need to take a leaf from the book of merchants who are today supplying shoppers with the goods they want at locations they can reach in their automobiles. We need to survey the situation and make a blueprint of action for the bricks and mortar we have, which are as good as those of any other industry. And our basic need is for more film product, from existing producers or new ones. It is not our job to tell the majors that they should make more pictures for us. But we can say that we must have more pictures from some source."

Pinanski also stated, "The fringe theatres may very well be the plush downtown theatres which open big with a picture for a week or so and then starve with it for the next several weeks. The prices that people must pay to go downtown and park their cars, pay for baby sitters, and all the other costs are out of tune with these changing times. We need adjustments in the distribution of first-run product."

He said "Exhibitors like yourselves are responsible for the success of COMPO's tax cut drive, not a few big fellows at the top. In TOA, in COMPO, and in everything we do, we can lick any problem if we pull together."

The TOA and COMPO leaders at the convention took a favorable view on the overall public relations and business building plan of MPAA and indicated that TOA invited MPAA cooperation and will reciprocate with the business planning plans.

An appeal for exhibitor cooperation in the Will Rogers Memorial Hospital Drive was made, by James Cartwright, FST district supervisor.

The convention concluded with the annual president's banquet which had as toastmaster George Jessel.

Other social affairs were sponsored by Carl Mabry, Motion Picture Advertising Company; Ed Grierson, Coca-Cola Company; Nehi Bottling Company, and others, and gifts were donated by Alexander Film Company, Filmack Corporation, and others.

Garner Elected President Of Florida Theatremen

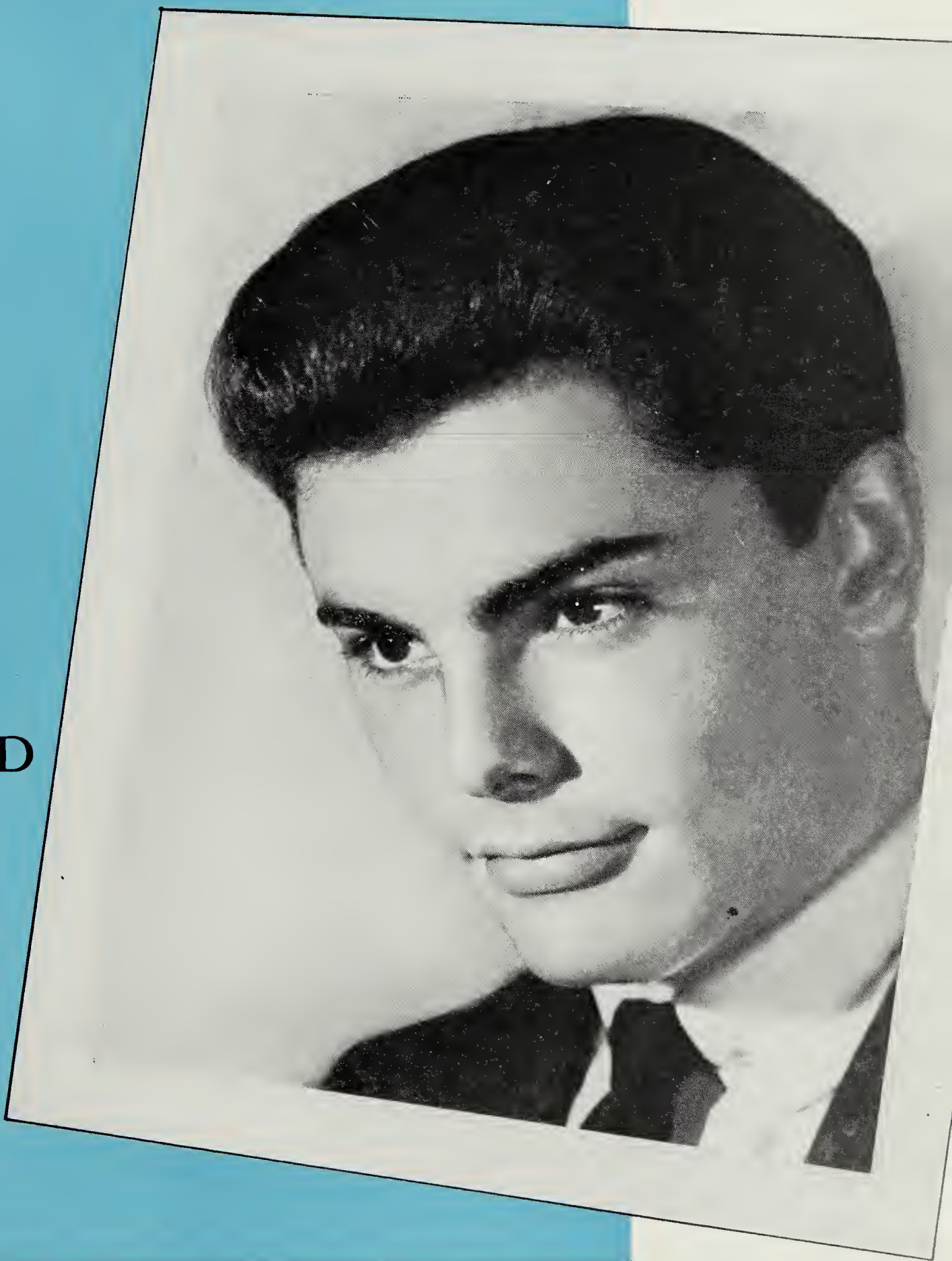
B. B. Garner, Lakeland, head, Talgar Theatres circuit and one of the south's best known showmen, was elected as 1957 MPEOF president; and another famous Florida personality, James L. Cartwright, Daytona Beach, was named to Garner's former post as treasurer. Sheldon Mandell, St. Johns Theatres, Jacksonville, was elected secretary; and Arnold Haynes, Kissimmee exhibitor, became a vice-president to serve with four holdover vice-presidents, Mark Dupree, P. J. Sones, Jimmy Biddle, and Bob Daugherty. Retiring president Elmer Hecht, Miami, became board chairman.

Ask any exhibitor
who has played

THE UNGUARDED MOMENT

to tell you about
the astounding
audience reaction to
JOHN SAXON,
Universal's new
teen-age sensation.

Better still, book
THE UNGUARDED
MOMENT now
and watch your
audiences acclaim
a new star!



UNIVERSAL-INTERNATIONAL presents

ESTHER WILLIAMS • GEORGE NADER in "The UNGUARDED MOMENT"

Print by Technicolor • Co-starring **JOHN SAXON** with EDWARD ANDREWS • LES TREMAYNE
Directed by HARRY KELLER • Screenplay by HERB MEADOW and LARRY MARCUS • Produced by GORDON KAY



SHOWMANSHIP SWEEPSTAKES

1955-56 SERIES Finalists In Contest No. 71

George Nonamaker
Editor

Exhib Wrestling Stunt Throws Judges To Win

PHILADELPHIA—Mrs. Florence E. Fick, Hollywood, Lake City, Minn., who won SHOWMANSHIP SWEEPSTAKES Contest 19, becomes a two-time winner this week with her most unusual entry on wrestling as an added attraction.

WINNING ENTRY

"WRESTLER-AMA"

Submitted by Mrs. Florence E. Fick
Hollywood, Lake City, Minn.

450 seats • 50 cents top admission
Urban and rural patronage.

Here is the outline of a novel stunt that proved extremely profitable for us; and should be a natural in a small or medium situation where there are no laws against it. It should be excellent if used with some sports shorts or a feature centering around this particular sport. A smart operator can make himself as many dollars as he has seats; and, better yet, this promotion can be repeated every three months or so with only a change of personnel.

It is a wrestling show, we are talking about. We sponsored ours at nine p.m. the second night of a Wednesday-Thursday run and held three big events, including one male match, one girls contest, and the grand finale that had the whole area talking and which pitted one man and his female partner against the other "couple" in an Australian tag match.

On Thursday afternoon a former world's middleweight champion came down and set up our ring. Like many small houses, we have practically no stage, so the ring extended over the fourth row of seats, leaving the ropes and corner posts down to run our first show from seven to nine p.m.

Patrons who purchased show tickets at the regular 50 cent price got their wrestling tickets for only \$1.00 additional on a special package deal if bought together. Those buying for the movie show only sat in a special section, and were ushered out a side exit after the movie, so as not to conflict with the wrestling only patrons who paid \$1.25 and started pouring in about 8:30 p.m.

My projectionists moved the colored discs that spin in front of the moving lights that play on the curtain ordinarily, and pivoted them to throw on the ring so the "performance" constantly basked in the glow of 400 candle power light. Against a backdrop of our gold curtain bathed in floodlights above the stage, our

Playoff No Tiebreaker; "Alexander" Loot Split

PHILADELPHIA—A playoff failed to break the tie which existed between Edward F. Meade, Shea's Buffalo, Buffalo, and Jack Foxe, Loew's Capitol, Washington, in the SHOWMANSHIP SWEEPSTAKES contest on "Alexander The Great," on which United Artists had posted a \$750 prize for best campaign submitted.

As a result, we are following the advice of several of our judges and splitting the money.

They will now each receive \$375 from United Artists.

"live show" presented an extremely colorful picture for the packed house.

The former champ, who served as referee, introduced the wrestlers, who were regular participants on KSTP-TV, and they put on a real show, one getting tossed out of the ring and breaking a seat, which I was glad to replace. Audience reaction was terrific; and so vociferous that in the girls' match, the victorious villain could hardly get out of the auditorium, and had to practically fight her way through the crowd as she went up the aisle.

The local newspaper broke a cardinal rule and gave us the top half of the back page to enable a headline in the truest sense of the word; The "Echo," a free shopping guide, gave us a news article in an otherwise purely advertising sheet, and on the front page at that. This referred to our large ad on page two. With our regular movie program occupying the rest of the front page, readers had to wade through the first two pages of this 20-page sheet before they saw anything else but theatre news. Last, but not least, radio and TV columnist Cedric Adams gave us a nice paragraph in his syndicated column timed the afternoon of our program. Considering that Minneapolis is over 100 miles away, and the Star-Journal serves five states, and usually only one per cent of his contributions are from other than the bigger cities, we feel this gave our promotion some shadow of prestige and, certainly, terrific publicity value. After all, like so many other small towns, we have no radio or TV station which would otherwise pick up theatre promotions as local news.

To add to the atmosphere we had two cigarette girls circulating through the audience hawking soft drinks, candy, peanuts and popcorn.

Everybody, of course, saw our trailers on coming attractions, which were run purposely as the last thing on the film program. Many dyed in the wool TV fans, whose presence was only accounted for by their interest in wrestling, kindled by the well-known "postage stamp screen" of home TV, were heard to exclaim over the size of our wide screen that has been commonplace to their friends these past two years.

One thing the wrestling stunt proved was the truth of the old adage: "If you can't fight 'em, then join 'em." It sure brought people into our theatre who hadn't been there for a long, long time. We figured all we lost was the second show of a two-day show; and believe us when we say we packed our place at a buck and a quarter admission. If we could do it, imagine the possibilities in a larger town and with a theatre of more than our 450 seats.

The stunt requires eye-arresting promotion, however, and you have to spend a little money to make money. It cost us around \$55—an item that looked large when you consider our number of seats and our little country town of 3,000 population. We, however, went S.R.O. With proportionate expenditure the wrestling stunt should be able to successfully repeat anywhere—if local authorities permit it; and you don't think the reputation of your theatre would suffer from staging such an exhibition.

RUNNER-UP NUMBER 1

MERCHANT SPONSORED SATURDAY MATINEE

Submitted by Lee Fraser
Bloomfield, Birmingham, Mich.

975 seats • 50 cents top admission
General patronage.

This tie-in matinee illustrates just how a theatre can benefit from the promotional activities (and expense) engendered by a merchant.

To celebrate their opening, the Princeton Prep Shop, which carries a full line of outer apparel for young folks from six to 18, made arrangements with us for a sponsored matinee figuring this was the quickest and best method of reaching prospective customers in that age bracket.

Preparation started three weeks in advance with the store printing 2,000 special tickets, which they distributed free to all comers at the shop as a get acquainted gesture.

The tickets were numbered for prize awards including the give-away of an electric motor-driven Thunderbird Junior sports car, retail value \$25, F.O.B. Detroit, which was on display at the store with announcement poster stating it was to be awarded with various other prizes to a lucky ticket holder at Bloomfield Theatre on the matinee date. A poster in the window of their store announced free tickets for the matinee screen program with the added stage attraction of "Mr. Wixie" and "Gramps," of "Wixie Wonderland," WXYZ-TV, a major children's television program.

Two weeks prior to the matinee date the Junior Thunderbird was moved to the lobby of the theatre, supported by a boys' mannequin display and posters announcing the free tickets, free chances, etc. This display caused great attention

PEAK OF
EXCITEMENT...
ON THE SCREEN
AND AT THE
BOXOFFICE!

The camera has
never before
captured the savage
struggle when man
and the deadly
great shark collide
head-on in the
underwater
angles!

SAMUEL GOLDWYN, JR. presents

VICTOR MATURE

in

THE SHARKFIGHTERS

starring
WREN STEELE and introducing
JAMES OLSON

with
PHILIP COOLIDGE • RAFAEL CAMPOS • CLAUDE AKINS • GEORGE NEISE
Screenplay by LAWRENCE ROMAN and JOHN ROBINSON

Produced by SAMUEL GOLDWYN, JR.
Directed by JERRY HOPPER

CINEMA SCOPE TECHNICAL®

THRU
UA

and comment; and the demand for tickets at the store was most gratifying.

For our part we ran a special trailer; and had 2,000 heralds printed announcing the special program for this matinee, mentioning the free tickets and featuring the giveaway. As a theme we used "Princeton Prep Shop's Matinee Party."

The day of the matinee found early activity on the part of children lining up for admission. We opened the boxoffice 15 minutes earlier than usual; but the results far exceeded our expectations. Half an hour before we opened the doors, the children had formed a line two blocks long and were still coming. At our regular opening time, the house was filled and we had to turn away an estimated 300 kids.

"Mr. Wixie" and "Gramps" arrived at the theatre with one of the owners of the Princeton Prep Show early, before the S.R.O. announcement was made. They appeared at the line of disappointed children, put on a little skit for them; and announced that their free tickets would be good the following Saturday and not to throw them away. They were also directed to the Birmingham Theatre a block and half up the street, which also had a good children's show; and they were not compelled to go home without seeing a show. Their free tickets were also honored there. This theatre is under the same management as the Bloomfield.

All free admission tickets presented at our boxoffice were redeemed by the store at full child admission price of 25 cents. This totaled 800. Our total attendance was 1,000.

\$600⁰⁰
IN
**SHOWMANSHIP
PRIZE MONEY**
THIS WEEK

While \$100.00-per-week will be awarded each and every week throughout the year by the SHOWMANSHIP SWEEPSTAKES editors, certain film distributors from time to time will post additional DISTRIBUTOR CASH PRIZES of \$250.00 to \$1,000.00, in order to focus attention on a particular picture.

Such DISTRIBUTOR CASH PRIZES must be posted for a period of 26 weekly issues, and if not won will be withdrawn. To qualify for a DISTRIBUTOR CASH PRIZE, a promotional stunt or campaign, in which the particular picture is the center of interest, must win a MOTION PICTURE EXHIBITOR \$100.00 weekly Prize. This will give it "a leg" on the larger prize. At the end of the 26-week period, should more than one entry have such "a leg" on the same DISTRIBUTOR CASH PRIZE, they will be re-submitted to the circuit executive judges for special judging of the one best. This one best will then receive the entire DISTRIBUTOR CASH PRIZE; or, should a tie develop it will be shared.

**DISTRIBUTOR CASH PRIZE NOW
IN EFFECT . . . is as follows:**

COLUMBIA PICTURES

\$500⁰⁰ on —

"Earth vs. The Flying Saucers"

(This Prize Expires December 5, 1956)

RUNNER-UP NUMBER 2

"1984"

Submitted by William Kanefsky
Studio, Philadelphia, Pa.

500 seats • \$1.49 top admission
Art house patronage.

For the Columbia film "1984," adapted from George Orwell's best selling novel, we used for our chief exploitation gimmick the planting of a "time capsule."

The Mayor's office was contacted and was glad to cooperate. The capsule which was buried in front of the theatre on opening day, contained a letter from the mayor to be read by the Mayor of Philadelphia in 1984 telling him what was being done in the city in 1956 and what the future plans were, hoping that they would turn out that way. Also, along with the letter was buried a copy of the novel, "1984." The mayor expressed his wishes that the world would not be in the state of totalitarianism as predicted by author Orwell. The other items buried in the capsule were pictures of Penn Center area as it is today; and a copy of a specially prepared magazine section describing the city government of the present time. Councilman Samuel Rose acted on behalf of the Mayor, and was on hand for the planting ceremonies. A photo of the event appeared in The Daily News; newsreels of it were shown on WRCV-TV the following morning; and on the local "Today" show interspersed with the Dave Garroway show. Columnist Don Rose, The Evening Bulletin, covered the event and devoted an entire column to it. The stunt and its attendant publicity got the film off to one of the biggest openings in the theatre's history.

The Independent News Company, which handles the Signet edition of the novel, was contacted and they provided 100 pocket-books for give-aways to patrons. Their trucks were sniped with giant cards; and special "Read The Book; See The Picture" window cards were spotted in dealers' stores. Some of the cards were sniped on poles around center city.

RUNNER-UP NUMBER 3

"MISS EXQUISITE FORM" CONTEST

Submitted by Wilson Elliott
Jewel, Mt. Clemens, Mich.

1200 seats • 90 cents top admission
General patronage.

As part of our campaign on "Trapeze," we tied in with the national "Miss Exquisite Form" contest.

Seven stores participated in a window decoration contest; and each ran an ad in the local newspaper with Rex's Nash furnishing a Rambler Station Wagon. There were numerous prizes listed on the entry blank for the contest, and additional prizes were given to each contestant by the theatre; and also prizes for the best store decoration.

A float was entered in the local Peach Festival parade with a clown and a ringmaster participating.

Newspaper cooperation was wonderful, all giving write-ups and photo art as the contest went along.

There was a complete saturation on radio with WDOG having an average of

five spots a day and a contest, giving passes to winners, plus an interview with Burt Lancaster by Jerry Sweitzer. The contest was covered by Dick Osgood, music critic of WXYZ, Detroit. Bob Maxwell, well known Detroit disc jockey, plugged the contest on his morning shows. Buck Mathews, WJR, advertised the contest and interviewed the theatre manager about the contest.

Hardly a single facet in the advertising-exploitation bag of tricks was overlooked in our plugging of this one. Other things worked for good results were 500 phone calls made just prior to opening, with names taken at random out of the 'phone book with those called told "not to miss" the film at the Jewel; we even borrowed two elephants from a local circus for outside bally one day.

Girl employees were dressed in special circus costumes; free star stills were given to the first 100 people on opening day; Norge dealers were contacted for a "Backyard Circus"; we had a kiddie merry-go-round out front, courtesy of Hy-Grade, with free rides for the kids; a clown worked outside the theatre doing tricks; and giving kids balloons courtesy of Krege's dime store; and we also had a fellow attired as ringmaster, for barking. Also good use was made of a sound-truck.

Thirty entries were received for the Exquisite Form contest; and six were selected as finalists by photographs.

RUNNER-UP NUMBER 4

'ROCK AROUND THE CLOCK

Submitted by J. M. Mahon
Orpheum, Prince Albert, Sask., Canada

760 seats • 50 cents top admission
Rural and urban patronage.

As a publicity stunt on Columbia's "Rock Around The Clock," we held a city-wide Rock 'N' Roll contest which started two months before playdate with five juvenile clubs competing. Each club sent winners of their own individual contests to the theatre on the opening night of "Rock Around The Clock" for the finals. The winners at the theatre received the Rock 'N' Roll trophy donated by a local merchant, and records from the theatre.

One week prior to opening day there was a Teen Stars On Parade show held at the theatre. The theme of this show was also Rock 'N' Roll, with all local talent. "Rock Around The Clock" was given some heavy plugging right from the stage. This show played to a full house, so it didn't hurt our coming attraction any.

Also one week before the show, our local collegiate held its annual commencement day parade. One firm built a Rock 'N' Roll float and placed signs on it for the theatre. Rock 'N' Roll music was played on the float all through the parade, which traversed along Central Avenue of Prince Albert.

The furniture store, who donated the rock 'n' roll trophy, displayed it in its window prior to the show with proper card calling attention to the show, theatre, playdates, etc.

The show went over with a bang. The kids loved it so much that some of them were even dancing in the aisles!



MASSED FLAGS add ceremonial touch as the 11th "United Nations Day" is observed with ceremonies at City Hall. Students from elementary and high schools

took part. Group shown on the City Hall stairway is from Manual Training High School. Fourteen contest winners got cash prizes.

Editorial Photo by Leo H. ...



This is how New York newspapers and national syndication by INP, UP, AP, WIDE WORLD, NEA, KING FEATURES (plus radio, TV and newsreels) covered the erection of the biggest painted sign in the world!

BELL OF THE SIGN. Striking a "Baby Doll" pose is Lillian Bell, figure model for world's largest painted sign nearing completion in Times Square. Face of girl on sign is that of Carroll Baker, star of Warner Bros. picture, "Baby Doll," which opens in December at the Victoria Theatre.

**"baby doll"!!!
and
WARNER
SHOWMANSHIP
for
NEW YEARS!**



NEWS OF THE TERRITORIES . . .

Film Transport Costs To Be Shared

ALBANY—To keep Smith Howell Film Service on its Tuesday, Thursday, and Saturday schedule and to prevent the winter curtailment which had been announced by the company, distributing companies agreed with exhibitors, at a meeting in the 20th-Fox screening room, to pay a \$1.50 "circulating" charge, under certain conditions.

The planned cutback, which would have taken two trucks off Smith Howell runs, was believed likely to result in a tangled situation on important circuiting of prints at the weekend. Under the new arrangement, decision will be made at the time a booking is accepted whether the exhibitor or the distributor will pay shipment costs for circuiting.

Representatives of the Schine, Kallet, and Stanley Warner circuits met with branch managers and bookers to discuss the situation. Negotiations were conducted by telephone with Francis Smith, Syracuse, N. Y. Norman Jackter, Columbia branch manager, presided.

Albany

Variety Club's Gin-Bingo-rama game night drew 92 members and guests. . . . Jerry Slass, Berlo Vending Company, Philadelphia, was in to confer with branch manager Jack Hamilton and to arrange for Berlo to take over the concession operations in Sylvan Leff's Utica and Watertown, N. Y., theatres. Berlo also will service Leff's new Pittsfield Drive-In, Pittsfield, Mass. . . . David Kane was in to exploit Allied Artists' "Friendly Persuasion." . . . A report was received here that Joe Shure, former Fabian division booker, died suddenly in California of a heart attack.

Atlanta

Helen Thomas is the new Republic ledger clerk. . . . Mary Heard was appointed secretary to United Artists office manager Charlie Touchon. Joanne Blake, United Artists, resigned to become a housewife. . . . Ray Austin is the new manager, Tri-City and Twin City Drive-In, Johnson City, Tenn. . . . The southern premiere of "Cinerama Holiday" was held in the Roxy for the benefit of Junior Chamber of Commerce charities. . . . Curtis Mee, former Paramount manager, is the new district manager, Skouras Theatres, with headquarters in New York. Frank Vinson, former Fox manager here, replaces Mees. . . . Betty Landers, secretary, Georgia Theatres, resigned. . . . Sarah Madsen, United Artists, returned to her desk following an illness. . . . J. P. Pierce, Jr., has taken over the lease of 81 Drive-In, Kingsport, Tenn. . . . The The Ozark, Ozark, Ala., has been remodeled by owner Audrey Thompson.

Boston

Distributors Corporation of America opened an office at 50 Melrose Street, with Al Herman as branch manager and Irving Shiffman as booker. Both these men have

"Lady Chatterley" Petition Goes To Appellate Division

ALBANY—Transfer of Kingsley International Pictures Corporation's appeal on "Lady Chatterley's Lover," from Supreme Court to Appellate Division, Third Department, for argument at the term opening Nov 9 was agreed to by Ephraim S. London, attorney for petitioner, and by Dr. Charles A. Brind, Jr., counsel for the Board of Regents.

The Regents, on Sept. 27, not only upheld the State Education Department's Motion Picture Division in refusing to license the French film because three sequences were interpreted as "immoral," but also ruled the entire picture "immoral," because it "glorifies adultery and presents the same as desirable, acceptable, and proper."

The Appellate Division is expected to take up the case a week or 10 days after the term begins.

transferred from IFE. Si Feld, salesman for Herman at IFE, has been named IFE branch manager, remaining at 246 Stuart Street. . . . Walter Dyer, salesman, Republic, is transferring to Warners as salesman, covering Maine, New Hampshire, and Vermont. . . . Ken Forkey, owner, Park, Worcester, Mass., was in the Peter Bent Brigham Hospital here for major surgery. . . . Fenton Scribner, district manager, Shea circuit, resigned to enter the advertising business. . . . Bob Levine, head booker, Warners, was taken to Haines Memorial Hospital with pneumonia. . . . David Kaplan, manager, Trans Lux, went to Miami Beach, Fla., for the wedding of his son, Melvin, to Renee Levine. . . . Mr. and Mrs. Lyle Holden have installed CinemaScope equipment in their Strand, Jackson Station, Maine.

MAINE NEWS—The Elks Charity Fund is sponsoring a five-week series of Saturday morning children's shows in the Central, Biddeford. R. E. Bergeron, manager, says the lodge will take over the house entirely for the performances. . . . The Fujiwara Opera Company of Japan was booked into the State, Portland. . . . Giving away six children's Hallowe'en costumes at a Saturday matinee in the Star, Westbrook, boosted attendance from an average 300 to better than 600. Maurice Bilodeau, manager, said the response was so big the theatre plans to

Merger Of Suppliers To Benefit Customers

ATLANTA—Fred W. Young, well-known concession wholesaler who has been in the theatre supply business here for many years operating the Atlanta Popcorn Supply Company, announced a merger with Roy L. Smith, Jacksonville. Young states that the merger will give the Atlanta Popcorn Company and the Smith company the advantages of greater buying power, which will enable them to better serve their many customers.

Deceased Barkers Honored By Variety

BUFFALO—For the first time in its history Tent Seven, Variety Club, will honor deceased members with a memorial plaque dedication ceremony on Dec. 9 at three p.m. Participating will be the Tent's four chaplains, Dr. Charles Broughton, Rabbi Joseph L. Fink, The Reverend Father Mahoney, and the Reverend Father Pallas. All resident and associate barkers, members of the women's league, and friends and relatives are invited to attend.

The Tent will memorialize Edward H. Altman, Nicholas Basil, Albert Behling, Jacob S. Berkson, Basil Brady, William Cadoret, Benjamin Darrow, Harry T. Dixon, A. Charles Hayman, Jacob Lavene, Philip Lavene, Max Lavene, Vincent R. McFaul, Edward M. Michaels, Vernon G. Sanford, Jerome Schwartz, Michael Shea, John Sitterly, William Tishkoff, Richard T. Walsh, and G. Arthur Woodward.

continue giving away seasonal gifts. . . . Clifford S. Hamilton, 74, manager of the old Keith's, Portland, from 1912 to 1929, died suddenly.

PROVIDENCE, R. I., NEWS—Joseph Jarvis, owner, Gilbert Stuart, Riverside neighborhood house, gave the Jimmy Fund a boost when he arranged a special street parade. Jarvis succeeded in lining up bands, floats, drum corps, and scores of other features for the event, which raised over \$1300. . . . Arrangements were made by several local houses to set up special facilities to announce election returns. Frequent bulletins were to be announced to moviegoers as returns were received. . . . By popular request, the Avon Cinema brought back Walt Disney's "Fantasia," which proved to be just as popular as when it was originally screened in this city.

Buffalo

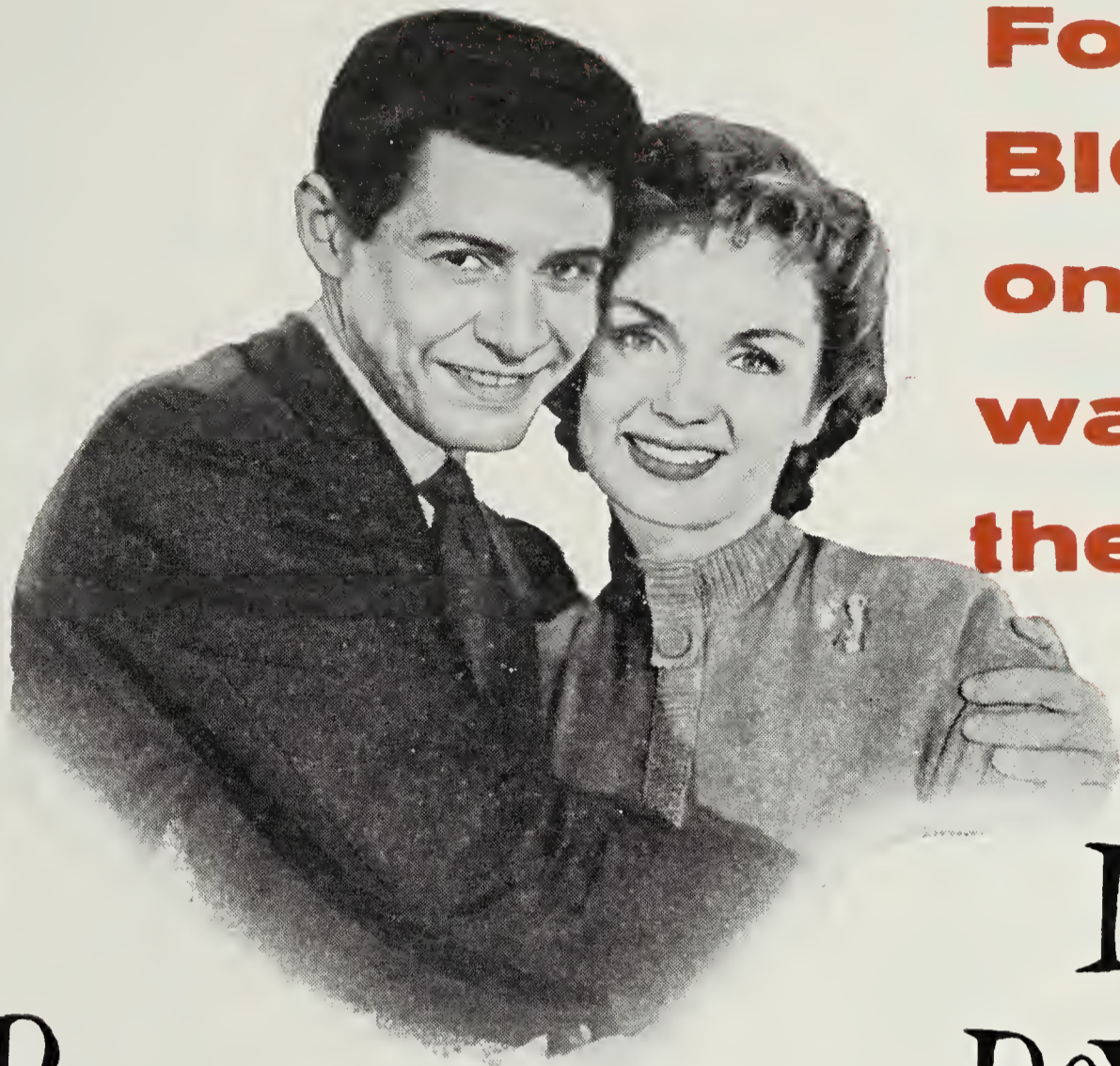
Columnists Walter Winchell and Jack O'Brian, and other prominent personalities will be here Nov. 19 to help raise money for cancer research in western New York hospitals. They will appear at two benefit performances, emceed by Winchell, in Town Casino. . . . James W. Ford, East Aurora, has been elected president, New York State Community Theatre Association, succeeding Edwin Mechanic, Middletown. The association recently held a three-day convention on the Cornell University campus, Ithaca. Mrs. William Gratwick, Linwood, was named vice-president and Mrs. Harold Ramon, Huntington, secretary.

Charlotte

Bill Enloe, manager, Ambassador, Raleigh, N. C., served as Wake County chairman, Dollars For Democrats drive. . . . Terry Moore was in to make a personal appearance on the stage of the Carolina and then went on to Columbia, S. C., to make an appearance in the Palmetto there. . . . Mrs. Lucille Price, executive secretary, North and South Carolina Theatre Owners Association, was setting up the program for the exhibitor group's convention this month, for which plans were incomplete. . . . Ben Hill, U-I exploiteer, Atlanta, was in.

HOLD EVERYTHING!

**For the
BIG ONE
on the
way from
the new
RKO**



**EDDIE
FISHER**

**DEBBIE
REYNOLDS**

IN

BUNDLE OF JOY

co-starring

ADOLPHE MENJOU

TOMMY NOONAN

with **Nita TALBOT** **Una MERKEL**
Melville COOPER **Bill GOODWIN**
Howard McNEAR

Produced by EDMUND GRAINGER,
Screen Play by NORMAN KRASNA,
ROBERT CARSON and ARTHUR SHEEKMAN
• Story by FELIX JACKSON • Directed by
NORMAN TAUROG • Musical Numbers and
Dances Staged by NICK CASTLE • Lyrics by
MACK GORDON • Music by JOSEF MYROW



TECHNICOLOR®

HAPPY REASONS why "Bundle of Joy" will do capacity business...

Eddie's first movie—
and he's No. 1 with
millions of fans!

2.

Eddie and Debbie—
America's New Sweet-
hearts together for the
first time in a movie!

3.

6 headed-for-the-hit-
parade songs—sung
by Eddie and Debbie
—and the rest of this
wonderful cast!

4.

It's Technicolor and
Wide Screen—to get
them away from their
TV sets and into your
theatre!

5.

It has wonderfully warm fun
all the way—Toys... Songs
... and a lot of the fun takes
place in a Department Store...
think of the tie-ups for you!



RKO's Big-Money Package for Your Top Playing Time!

Prominent N.E. Exhib Planning Retirement

BOSTON—Norman Glassman, Lowell, Mass., is planning to retire from the industry. He has sold the remainder of his lease on the Strand, Haverhill, Mass., to Ernest Warren, Needham, Mass. His Rialto, Lowell, Mass., which he owns together with the block of stores surrounding it, is to be razed to be made into a supermarket. He built the new Lowell Drive-In which was completed this summer, and he is leaving this operation in the hands of his son, Bruce Glassman.

The elder Glassman, a former president, Independent Exhibitors, Inc., of New England, and now chairman of the board, has been active in industry events and has been a strong figure in National Allied projects.

Warren, who took over the operation of the Haverhill house last month, operates the Paramount, Needham, and the Strand, Canton, Mass. The Strand, Haverhill, had been under the Glassman banner for four years and previously had been handled by the Morse and Rothenberg circuit.

Chicago

Mike Todd leased the Selwyn for presentation of "Around The World In 80 Days," on a reserved seat basis. Considerable remodeling will be required for installation of Todd-AO. . . . Mr. and Mrs. Shoemaker reopened their Virginia, Chatsworth, Ill. . . . Kathleen Connelly was appointed film editor, The New World, official weekly of the Catholic

Variety Club Members Invited To Race Track Outing

BOSTON—Judge James Dooley, president, Narragansett Park, R. I., last fortnight extended his annual invitation to the members and wives of Variety Club, Tent 23, to be his guests there this week.

A buffet luncheon in the Terrace Club and a free daily double ticket were features of the event. Transportation was by special Variety Club train.

Diocese. . . . The Tower and the Manor gave short-term leases to church organizations. . . . Paul Montague, publicist, was recovering from surgery. . . . Emmett Barton was appointed manager, Times, Jacksonville, Ill., owned by Ben M. Montee, president, El Fran Theatres. . . . Warren Ottinger succeeded H. W. Boyd as operator, Princess, Cayuga, Ind. . . . Harry D. Brightner, former mayor, Clinton, Ill., was appointed city manager, McCollum Theatres, Watseka, Ill.

Cincinnati

E. C. DeBerry, Paramount branch manager, and W. A. Meier, sales manager, attended a company meeting in New York. . . . Film Row executives attended a cocktail party staged by Shea Theatres in Hotel Sheraton-Gibson. . . . In a reshuffle of Mid-States Theatres house managers, Jack Godfrey was transferred from Ashland, Ky., to the new Oakley Drive-In here; Paul Hollen, Miamisburg, O., to Ashland; and William Richey, assistant manager, Ashland, to manager, Miamisburg. . . . Dayton, O., business men have bought the Classic there from C. W. Suell, naming Robert Eppes manager. . . . After having been closed for several years, the Bijou, Germantown, O., was reopened by R. A. Emmerick. National Theatre Supply is installing a new screen and CinemaScope equipment. . . . Gus Sun, Springfield, O., dean of American showmen who opened one of the first movie houses in this country early in the century, celebrated his 88th birthday by watching the Ohio State-Penn State football game in Columbus, O. . . . Realart has acquired "Frontier Woman" for the Indianapolis and local areas. The Realart office has

New Theatre Corp. Acquires First House

WINSTON-SALEM, N. C.—The new Family Cinemas, Inc., Stateville, N. C., a subsidiary of the Stateville Theatre Corporation, has purchased the Colonial here from the Twin City Theatre Corporation for a price said to be in the neighborhood of \$100,000. J. Fuller Sams, president, Stateville Theatre Corporation, and of the new corporation, said CinemaScope equipment will be installed and the house will be remodeled for operation as a first-run theatre. He said purchase of the Colonial is the first of several planned by Family Cinemas. Charles Utley, who managed houses for Sams at Elkin and Statesville, N. C., but who recently has been at Charleston, S. C., will manage the Colonial, replacing Homer Lynch, who will remain with North Carolina Theatres and is being transferred to High Point, N. C.

Sams said remodeling work on the Colonial will take several months; but that the house probably will be closed only a few days.

The new corporation, in addition to Sams, has as its principals Judge Leroy Sams, Winston-Salem, vice-president; W. B. Sams, Stateville, secretary and treasurer; and their sisters, Mrs. D. F. Peterson, Jr., and Mrs. Perry Harmon, Winston-Salem. The Colonial was operated in the 1930's by a partnership of A. F. Moses and A. F. Sams, which was dissolved when the house was sold to Twin City.

been redecorated and streamlined. . . . Three MGM models and a designer were in for style shows at a local department store as part of the bally for "The Opposite Sex" in the downtown Albee. . . . When a scheduled film failed to arrive in time, Jerry Shinbach, manager, In-Town Drive-In, Columbus, O., screened two oldies, "Untamed Women" and "Prehistoric Women" for a delighted full house. . . . Dave Stenger, Columbia salesman, resigned to move to Phoenix, Arizona. . . . U-I office personnel staged a party in the Hotel Metropole for Ruth Rudin, former receptionist, who is to be married.

COLUMBUS, O., NEWS—Donald Hooten manager, Uptown, has been named manager, RKO Grand, effective Nov. 11, it was announced by Ed McGlone, RKO city manager. Hooten, a native of Indianapolis, was employed by the Marcus circuit before coming to the Uptown. . . . Harry Schreiber, Sr., manager, Franklin County Veterans' Memorial Auditorium and former RKO city manager here, became a grandfather. . . . Robert Wile, secretary, Independent Theatre Owners of Ohio, attended meetings of the Indiana Allied convention in Indianapolis. . . . Neighborhood and art theatres have been offering special attractions. The World has lobby broadcasts over WCOL, the Hudson has a giveaway program, the Linden offered the Rusty Bryant Band on stage, and the Russell billed Rockin' Rudy Hansen on the stage. . . . The Lyric, Greenfield, Ohio, has been closed by the State Division of Factory and Buildings Inspection because of non-compliance with an order issued to the owner, Mrs. S. T. Gray, to make certain improvements. Mr. and Mrs. Paul

COMING TO NEW YORK?

Stay of this modern 25-story hotel. All rooms outside exposure. Large, beautifully furnished rooms with kitchenette, private bath, from \$5.50 doily. Two room suites from \$9.50

SPECIAL MONTHLY RATES!

Air-conditioning & television available

Hotel **BEACON**

Broodway at 75th St., New York
Oscar Wintrab, Managing Director

SAVE MONEY ON PREVUES

Use Filmack's New, Deluxe

TEASERETTE TRAILER \$1.75 each

IMMEDIATE SERVICE! NO CONTRACTS NO RETURNS

Use as Prevues, Advance or Cross Plugs!

Used by many circuits **FILMACK** 1327 S. Wabash Chicago, Ill.

Variety Club Of N.E. Sponsors Luncheon For Kirschgessner

BOSTON—Harry Kirschgessner, National Screen Service branch manager who is retiring to Florida, recently was tendered an industry luncheon sponsored by the Variety Club of New England, with Maynard Sickels, who replaces him as branch manager, as chairman. Ted Fleisher was toastmaster. Head table guests included Ed Fay, Phil Smith, Arthur Lockwood, and Burton Robbins, NSS vice-president.

Lockwood presented Kirschgessner with a citation from the Children's Cancer Research Foundation for his work on the Jimmy Fund drives over the years, and Smith gave him a 14-inch portable TV set from the Variety Club and his friends attending the luncheon.



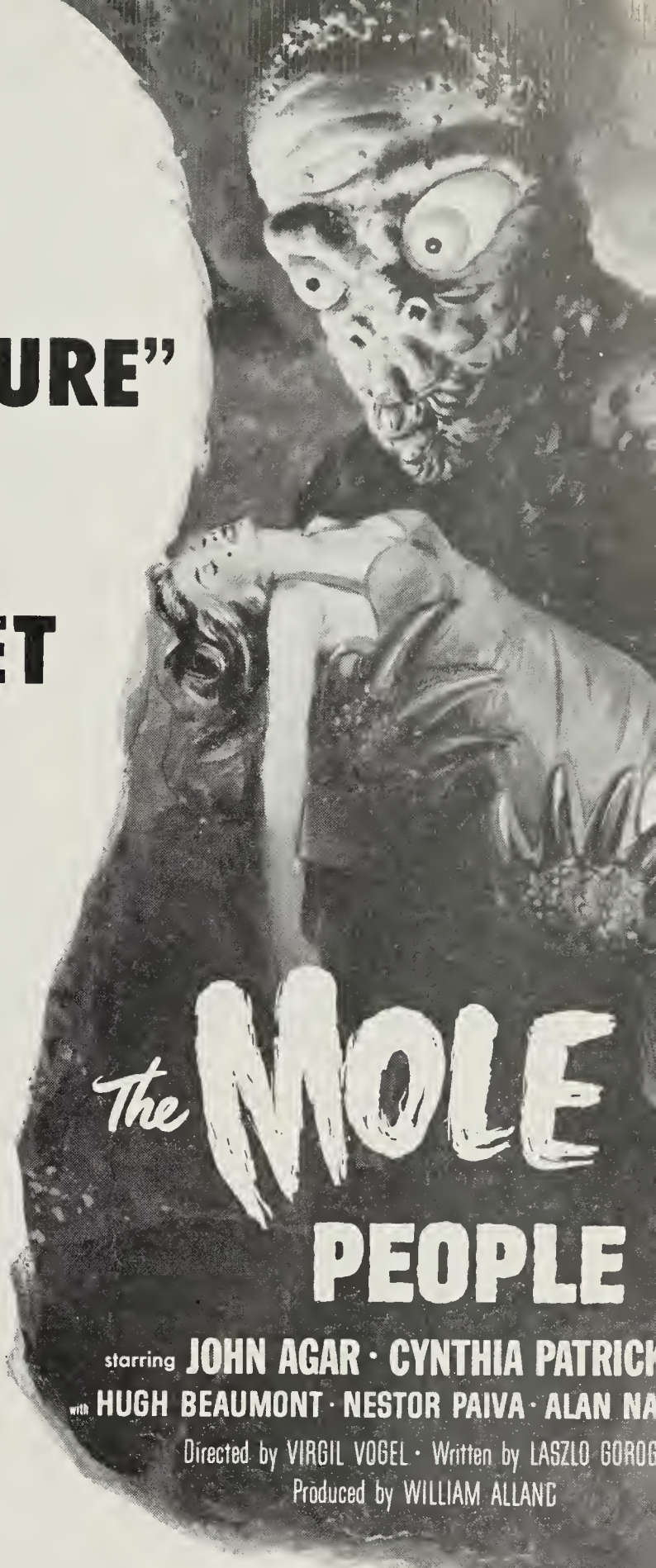
**CURUCU,
EAST OF THE
AMAZON**

*in Spectacular
Eastman* **COLOR!**

**BROMFIELD · BEVERLY GARLAND
THOMAS · TOM PAYNE · HARVEY CHALK**

Written and Directed by CURT SIODMAK
Produced by RICHARD KAY and HARRY RYBNICK

**THIS
FABULOUS
"DOUBLE-CREATURE"
SHOW
HAS BEEN SET
FOR EARLY
PLAY-OFF
IN THE
NATION'S
FINEST
THEATRES**



The **MOLE
PEOPLE**

starring **JOHN AGAR · CYNTHIA PATRICK**
with **HUGH BEAUMONT · NESTOR PAIVA · ALAN NA**

Directed by VIRGIL VOGEL · Written by LASZLO GOROG
Produced by WILLIAM ALLANC

Austin, Texas State
Columbus, Ohio Palace
Syracuse, N. Y. Paramount
Minneapolis, Minn. Orpheum
St. Paul, Minn. Orpheum
New Haven, Conn. Paramount
Norfolk, Va. State
San Francisco, Calif. Golden Gate
Portland, Me. Civic
Dayton, Ohio Colonial
Manchester, N. H. Strand
Cincinnati, Ohio Palace
Boston, Mass. Memorial
Jacksonville, Fla. Imperial
Oakland, Calif. T & D
Rochester, N. Y. Palace
Steubenville, Ohio Paramount
Worcester, Mass. Capitol
Tampa, Fla. Park
Denver, Colo. Paramount
Oklahoma City, Okla. Harber

Detroit, Mich. Broadway Capitol
New Orleans, La. Joy
Springfield, Mass. Bijou
Youngstown, Ohio Paramount
Atlanta, Ga. Paramount
San Antonio, Texas Majestic
Lincoln, Nebraska Lincoln
Washington, D. C. Keiths
St. Louis, Mo. Missouri
Cleveland, Ohio Hippodrome
Beaumont, Texas Jefferson
Florence, S. C. Colonial
Indianapolis, Ind. Indiana
Fort Worth, Texas Worth
Charlotte, N. C. Center
Newport News, Va. Paramount
Toledo, Ohio Rivoli
Amarillo, Texas State
Chicago, Ill. Roosevelt
Columbia, S. C. Ritz
Houston, Texas Majestic

... and many more

Book 'em NOW at your Universal Exchange



Toledo Exhibs Name Ludacer To Head Group

TOLEDO, O.—Abe Ludacer, city manager, Loew's, was elected president, Toledo Theatres Association, for the coming year at a luncheon meeting held in the Secor Hotel. Other officers elected were, vice-president, H. M. McManus, manager, Parkside, Starlite, and Telegraph Drive-Ins, and, secretary and treasurer, Martin G. Smith, Smith and Beidler circuit.

Also named was a new board of directors, composed of Marvin B. Harris, Paramount manager, Jack Armstrong circuit;

Al Dennis, manager, Skirball's Rivoli; Milton Lewis, manager, Balaban and Katz' Princess; Urban Anderson, manager, Colony, a unit of the Associated Circuit; Mrs. Virginia O'Connell, owner, Loop; and Edward J. Bisloucki, owner, Ohio.

A business meeting followed the election to name a committee to meet with representatives of Local 228, Motion Picture Machine Operators, to discuss terms of a new agreement. The present contract expires Jan. 1, 1957.

L. Orebaugh have been operating the theatre under lease.

Cleveland

The Palace ended its days as an RKO house and the Cinerama engineers took over to prepare for the Nov. 14 opening of "This Is Cinerama." The premiere per-

formance will benefit the Cleveland Zoo. The Palace staff held a finale party at the conclusion of the last showing. Max Mink, manager, continues in the capacity under the new operation.

Jerome Safron, Columbia branch manager, announced that during Thanksgiving week, 25 Greater Cleveland subsequent-run theatres will be playing Co-

Film Exchange and Dealer Listing for the PITTSBURGH FILM TERRITORY

A CONTINUING SERVICE • that will be re-edited and re-published at 8-month intervals

• Film Distributors

ALLIED ARTISTS, 1709 Blvd. of Allies—ATLantic 1-2202

Br. Mgr.: Abe Weiner. Sales: Charles Mergen, Bert Freese. Booker: Warren Murdock. Cashier: Helen Garlitz. Emerg. Phone: None.

COLUMBIA, 1623 Blvd. of Allies—ATLantic 1-0808

Br. Mgr.: Jack Judd. Office Mgr. and Booker: Margaret McArdle. Sales: Frank Silverman, Sol Perilman. Booker: D. McArdle. Cashier: Mary Laird. Emerg. Phone: HA 1-3444.

METRO-GOLDWYN-MAYER, 1623 Blvd. of Allies—ATLantic 1-6690

Br. Mgr.: Ralph Pielaw. Office Mgr.: Max Shabasan. Sales: Edwin Mariarity, Irv Jacobs. Bookers: Ed Mackins, Norbert Sosinski, Margaret McGeevers. Cashier: John Mayer. Emerg. Phone: FE 1-5556.
(Dist. Mgr. in residence: John Maloney.)

PARAMOUNT, 1727 Blvd. of Allies—ATLantic 1-9270

Br. Mgr.: David Kimelman. Office Mgr.: A. H. Passarell. Sales: Robert Caskey, Henderson. Bookers: John Waloney, Walt McCloskey, Harry Passarell. Cashier: Peg O'Connell. Emerg. Phone: LOcust 1-7439.
(Dist. Mgr. in residence: Howard Minsky.)

REPUBLIC, 1709 Blvd. of Allies—ATLantic 1-4858

Br. Mgr.: Lawrence Seidelman. Office Mgr. and Booker: Bill Graner. Sales: Frank Dana. Cashier: Helene Terkel. Emerg. Phone: LOcust 3-0192.

RKO, 1809 Blvd. of Allies—GRant 1-2237

Br. Mgr.: David C. Silverman. Office Mgr.: Paul J. Reith. Sales: Wm. Scott, Joel Golden, Sam Milberg. Bookers: David Brown, Joe McCormick. Cashier: Cele Keiselbach. Field Exp.: Hank Howard. Emerg. Phone: MA 1-4472.

20th CENTURY FOX, 1715 Blvd. of Allies—GRant 1-3572

Br. Mgr.: Nat Rosen. Sls. Mgr.: C. C. Kellenberg. Sales: George Ball, Irvina Stein. Bookers: O. J. Boyle, Rhea Kramer, Jack Ellstrom. Cashier: Rae Miller. Emerg. Phone: TUxedo 2-0853.

UNITED ARTISTS, 1717 Blvd. of Allies—GRant 1-8960

Br. Mgr.: James Hendel. Office Mgr. and Booker: Jane Patterson. Sales: John Zomnir, Hyman Wheeler, Joe Wayne. Booker: Jack Weltner. Cashier: Ann Matthey. Emerg. Phone: JA 1-7917.

UNIVERSAL, 1825 Blvd. of Allies—COurt 1-6704

Br. Mgr.: Francis Guehl. Sls. Mgr.: Peter Quiter. Office Mgr. and Booker: Bill Seibert. Sales: Maurice Silberberg, Milton Ripp. Bookers: Jimmy Ley, Howard Burrell. Cashier: Albert Lostetter. Emerg. Phone: FA 1-4368.

WARNER, 1801 Blvd. of Allies—GRant 1-1857

Br. Mgr.: Jack Kalmenson. Sls. Mgr.: Paul Krumenacker. Office Mgr.: Jae Rast. Sales: Larry Carettie, Dave Weir. Bookers: May Weir, Ann Simon, Tam Zelans. Cashier: Jay Angle. Emerg. Phone: PEnhurst 1345.

• Screen Trailers

NATIONAL SCREEN SERVICE, 1630 Blvd. of Allies—ATLantic 1-1808

• Signs, Advertising and Printing

AMEN SIGNS, 78 Van Braam St.—ATLantic 1-3395

LEVIANT PRINTING, 70 Van Braam St.—GRant 1-5786

NATIONAL SCREEN SERVICE, 1630 Blvd. of Allies—ATLantic 1-1808

• Messenger Services

EXHIBITORS SERVICE CO., 85 Helen St.—SPalding 1-5010

• Service Companies

ALTEC SERVICE CO., King Edward Apartments—MA 1-5136

RCA SERVICE CO., 1305 Law and Finance Building—GRant 1-2634

A SPECIAL SERVICE . . . only in MOTION PICTURE EXHIBITOR

Admission Tax Exemptions Voted In Cincinnati

CINCINNATI—The City Council voted to increase exemptions from the city's three per cent admissions tax from 50 to 90 cents, in line with previous federal action.

City Finance Director James G. Flick told Council finance committee at a hearing that the increased exemption will reduce admission tax revenue \$43,600 annually, but downtown house representatives questioned this loss because of the prospective increase in two-a-day shows, with minimum admission of \$2.50.

Columbia pictures, believed to be a record saturation booking for any distributor in this territory. . . . Louis Pickenpack is the new manager, Haltnorth, a local unit of the Washington Circuit, which is headed by M. B. Horwitz. . . . Chris Velas, Bellaire, O., is reopening the Taplin, Powhattan Point, O., and installing Cinema-Scope equipment purchased from Oliver Theatre Supply Company. . . . In Granville, O., Art Miller is remodeling the Opera House, which has been closed several years. He bought RCA projection and sound equipment and anamorphic lenses from H. M. Fritchie, Oliver Theatre Supply manager.

Dallas

Paramount's "War And Peace," in advance of its regular opening, had a benefit premiere in the Palace with all the trimmings. The sponsoring Dallas Council on World Affairs, celebrating its fifth birthday, secured Countess Alexandra Tolstoy and actor Helmut Dantine for the festivities. . . . Ruth Wafford and J. T. Orr, owners, Plaza, completed installation of the "Movie Cavalcade" murals, a product of For-Evans Murals, handled by Evans Printing and Poster Company of this city. . . . Bill Burke, RKO home office representative who was a visitor for five weeks, took off for Oklahoma City. . . . Mildred Bridges, head cashier, Republic, died after an illness of a few weeks. . . . Ross Morgan, office manager, Columbia, announced that "You Can't Run Away From It" will open here in the Palace this week after the Rube Jackter Sales Drive gets under way. . . . A new Selby screen has been installed by H. A. Moore, National Theatre Supply, in the South Loop Drive-In, owned and operated by Idelman and Sachs. It replaces one which was blown down in a windstorm.

Denver

Mrs. Frank H. Ricketson, Sr., 82, mother of Frank H. Ricketson, Jr., general manager, National Theatres, and president, Fox Inter-Mountain Theatres, died following a long illness. Funeral and burial were in Denver. . . . The Allied Artists exchange here placed second in its division in the recent March of Progress drive. The spot means \$500 for branch manager Jack Felix, salesman Robert Ryan and Larry Doyle, and booker John Pietrantonio. . . . Wolfberg Theatres closed four of six Denver drive-ins, the East, West, North, and South, while the Valley and Monaco are scheduled for all-winter operation. Other drive-ins to operate all win-

ter include the Lakeshore and the Evans. Four in Albuquerque, N. M., will operate all winter. . . . Jesse Chinich, Beuna Vista western division sales manager, was in for conferences with Marvin Goldfarb, district supervisor.

Des Moines

Several personnel changes in the Tri-States Circuit were announced by A. H. Elank, president. Don Allen, former advertising and publicity manager, has taken over booking and buying duties; Don Knight, former manager, Des Moines, has been named advertising and publicity manager; and Tony Abramovich, former manager, Capitol, Grand Island, Neb., has been named Des Moines city manager for the circuit. . . . The Schleswig, Schleswig, Ia., will remain open for at least another year, with businessmen almost unanimous in voting to keep the house operating and contributing \$400 towards the annual rent of the building. . . . Des Moines Variety Club is sending Carol Hannah, 12-year-old Menlo, Ia., girl to University Hospital, Minneapolis, for heart surgery. Variety Club will hold its annual Christmas party on Dec. 10.

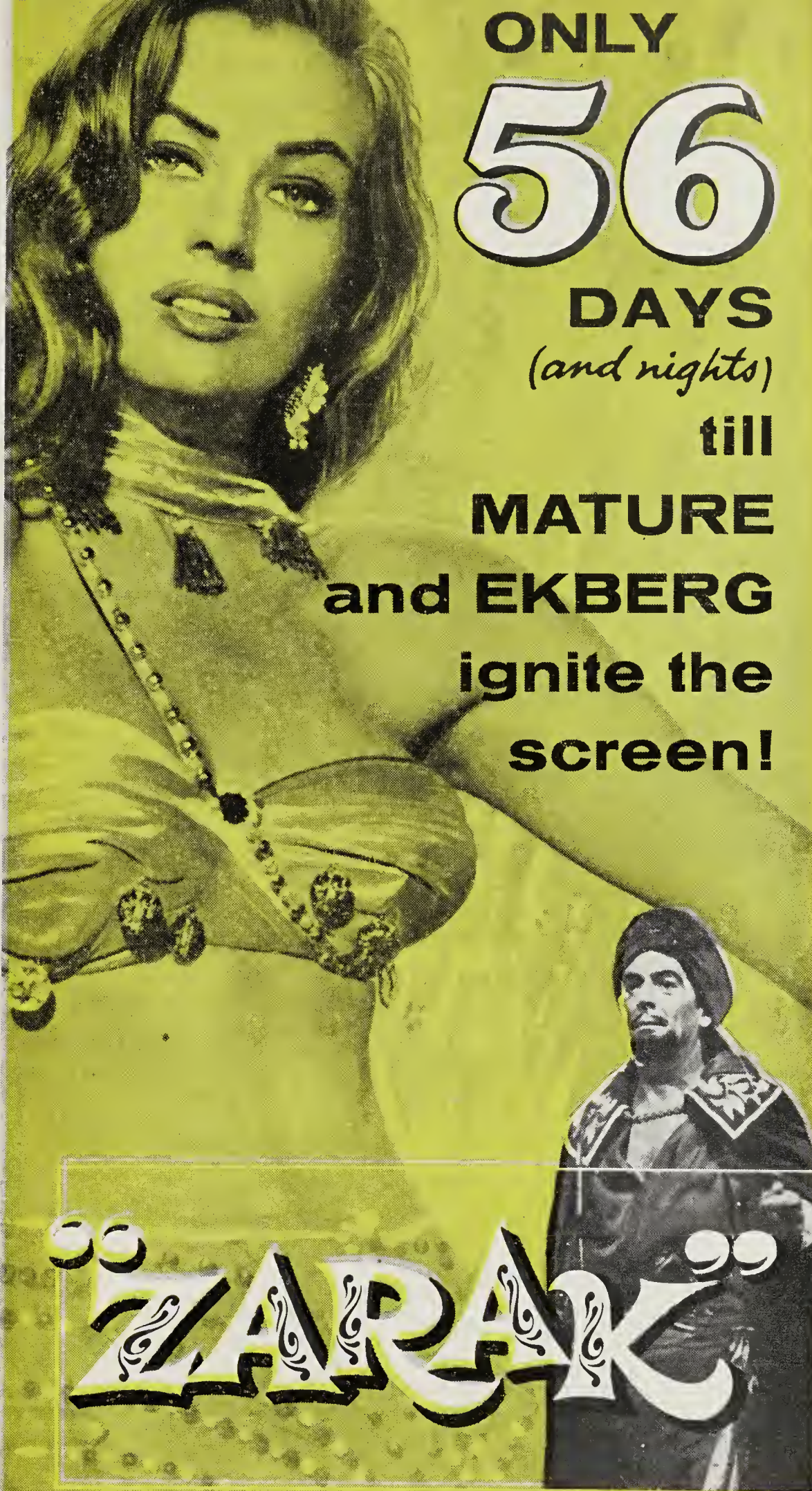
Houston

The King Center Drive-In has split in two. The twin screen ozoner will offer different shows on each screen. "We will have two theatres in one, and the customer will have the choice of seeing two completely different shows," according to Julius M. Gordon, president, Jefferson Amusement Company. . . . The River Oaks has been remodeled, according to Johnny Smith, manager. . . . KGUL-TV will begin the showing of a series of United Artists releases each night. The series of movies, made in 1953-55, includes such titles as "Top Banana," "The Champion," "Sabre Jet," "Hotel Sahara," "The Jackie Robinson Story," and "Bwana Devil." . . . Patrons of the 160 Interstate theatres in Texas favored President Eisenhower by a three to two margin, according to weekly results in the election poll conducted by the circuit. . . . Beulah Dodge, wife of veteran organist and theatre manager Ralph Dodge, died after a brief illness. . . . Al Lever, city manager, Interstate Circuit, was co-chairman of the 18th annual Bill Williams capon dinner. Proceeds from the gala stag affair go to Variety Boys Club and charity activities of the Optimists, Lions, and Salesmanship Clubs of Houston.

Jacksonville

MIAMI, FLA., NEWS—Managerial assignments included Martin Davis to manager, Parkway; Donald Tolliver, manager, North Andrews Drive-Ins, Ft. Lauderdale, Fla.; Jack Winters to manager, Sunset, South Miami, Fla.; Dick Treccase, from the Sunset to the Tower; Gene Race, manager, Parkway, is on an extended leave. . . . Members of the Wometco Old Guard set aside Nov. 19 for a barn dance. . . . In response to a local newspaper column, Ed Claughton, Jr., Claughton Theatres, arranged for the writer of a letter to the newspaper complaining about the unfriendliness of Miamians to be the circuit's guest for dinner in the Urmev Hotel. . . . Mrs.

November 7, 1956



ONLY
56
DAYS
(and nights)
till
MATURE
and EKBERG
ignite the
screen!

“ZARAK”

CINEMASCOPE
COLOR BY
TECHNICOLOR
A WARWICK
PRODUCTION

Reserve It Now

for New Year's Eve...

from COLUMBIA!

ITOO Convention Schedule Set

COLUMBUS, O.—The board of directors, Independent Theatre Owners of Ohio, will meet Nov. 12 in the Deshler-Hilton Hotel here on the eve of the state convention of the association, Nov. 13-14, it was announced by Robert Wile, ITOO secretary.

The convention opens with a luncheon, following registration. Speakers at the luncheon and afternoon session are to include Abram F. Myers, National Allied general counsel; Rube Shor, president, National Allied; and Jay Emanuel, publisher, MOTION PICTURE EXHIBITOR. A film on the history of projection will be shown by the National Theatre Supply Company. Committees will be appointed at the first session. A testimonial dinner to Martin Smith, president of the association from 1921 to 1923 and from 1925 to 1952, will be held Tuesday evening.

Three separate film clinics will be held also. Irving Dollinger, National Allied treasurer, will conduct the clinic for subsequent-run theatres; E. L. Ornstein, president, Allied Theatres of Kentucky, will conduct a clinic for small towns; and Dr. Marvin Shoaf, owner, Twin Theatre, Indianapolis, will lead the drive-in clinic. Speakers at the Wednesday luncheon are to be Hugh McLachlan, chairman, Allied equipment committee; Al Sindlinger, research analyst; and Dollinger. The convention will adjourn not later than four p.m., Nov. 14.

Convention exhibits will be installed by National Theatre Supply, showing a curved gate and "vandal-proof" seats; by the Ohio Bell Telephone Company, showing its answering service; and Coca-Cola, dispensing its beverage.

Lillian C. Claughton has been appointed State Affairs Director, women's division, Miami-Dade County Chamber of Commerce. . . . Marie de la Rosa, Miracle concession employee, was among the entrants conferring with Otto Preminger in Atlanta in the "St. Joan" talent search. . . . Tom Rayfield, manager, Carib, Miami Beach, Fla., and his wife celebrated their 20th wedding anniversary. . . . Mel Haber, Carib, was recovering from an emergency appendectomy. . . . Variety Club, Tent 33, moved into new quarters in the Miami Colonial Hotel. . . . Elmer Hecht, president, Motion Pictures Exhibitors of Florida, was off to Jacksonville, Florida, for the annual convention, at which George Jessel was to be banquet toastmaster.

Memphis

Eight major film companies recently dropped court action against B. V. McDougald and Zula La Floe McDougald, Monticello, Ark., exhibitors, in which it had been alleged that the theatre operators made fraudulent reports of admission receipts. Federal Judge Thomas C. Trimble, Little Rock, Ark., dismissed the suits at the request of plaintiffs and ordered the parties to pay their own costs. . . . Mrs. Abner Lebovitz and Mrs. E. C. Frazee, representing the ladies of Variety Club here, staged a coffee hour for women attending the recent convention of Motion

Silent Films Popular, Will Be Programmed Regularly

CHICAGO—So successful was the one night experiment of silents in the Gold Coast, with 200 patrons failing to gain admittance, that manager Dennis Leslie will continue with them.

"Son Of The Sheik," starring Rudolph Valentino, and three shorts featuring Charles Chaplin will be the new starters. Leslie has a bank of 1,200 silents to draw upon. Pianists and organists will accompany throughout the films.

Picture Theatre Owners of Arkansas, Tennessee, and Mississippi.

Minneapolis

The suburb of West St. Paul now has a censorship ordinance, but so far it has nobody to enforce it. It places the duty of censoring films on the local police commission, but the police commissioners shy away from the function. . . . A half-hour show featuring a Twin Cities disc jockey is being presented by the loop Gopher every Friday, from 10 to 10:30 p.m., following the high school football games. Door prizes are given away during the record show, which was the idea of manager Vern Huntsinger. . . . The Brynwood will be torn down to make way for the Glenwood redevelopment project, a low cost housing project. . . . Mrs. Tillie Smith closed her drive-in at Long Prairie, Minn., with a free show. . . . Robert Taylor, former manager, Falls, Chippewa Falls, Wis., has been named manager, State and Outdoor, Menomonie, Wis. . . . In an economy move, Morrison Buell, booker, RKO, was dismissed. One booker remains at the exchange. . . . Fred Bunkelman, U-I salesman, was transferred to Chicago. The position will not be filled again.

An out-of-court settlement was reached in the federal anti-trust action brought by the St. Louis Park Theatre Company against Minnesota Amusement Company and the major film distributors. Under terms of the settlement the St. Louis Park gains the 28-day slot now shared with Maco's Uptown, a southside neighborhood house, with the Uptown dropping back to 35 days or later. . . . William Cyprus inaugurated his new ownership of the Kenmare, Kenmare, N. D., with a free show. . . . Ten Mann, operator, World



Proof that old time showmanship has not died is found in this shot of a pie-eating contest staged recently by manager Chet Philbrook, Meadows Drive-In, Hartford, Conn.

"Ten Commandments" Gets Biggest Preview

CLEVELAND—Paramount's "The Ten Commandments" brought forth the largest invited audience to a screening on record in Cleveland. The 1250-seat Loew's Ohio was filled to capacity last fortnight in response to invitations to the trade, the clergy, city executives, social workers, and others allied to the industry, issued by Loew's Theatres division manager Frank Murphy.

With the aid of all local Loew's managers, including Arnold Gates, Sam Shubouf, and Frank Manenti, Murphy greeted his guests as they entered the foyer. Starting promptly at eight p.m., the picture ran three hours and 39 minutes, exclusive of a short intermission. So absorbed was the audience, however, that there were no comments about its length. The following day, W. Ward Marsh, Plain Dealer movie editor, acclaimed it "the greatest picture ever made." It opens Nov. 15 in the Ohio on a reserved seat policy.

theatres, Twin Cities, is on a combined business-pleasure trip to Los Angeles following a hunting trip to Montana. . . . The Princess property, Superior, Wis., has been sold to Edward Lurye, who plans to convert the shuttered house to commercial use. . . . "Shake, Rattle, And Rock," released by American International, has been set for the Lyric, Minneapolis, and Tower, St. Paul, according to Don Swartz, who handles the picture in this area. . . . The 100 Twin and Seven-Hi Drive-Ins have closed for the season leaving three outdoor stands still operating in the Twin Cities.

New Haven

The most expensive property reported to have been bought by the State Highway Department for the Oak Street right-of-way is the Kilfeather Building, which contains many of the film exchanges. Located at Meadow and South Orange Streets, it was owned by the Hofwal Realty Corporation and acquired by the state for \$440,000. . . . Franklin Ferguson, manager, Whalley, was appointed campaign manager for William G. Kielwasser, Republican candidate, during the election period. . . . Division manager Harry F. Shaw, Loew Poli, New England Theatres, was in New York for circuit meetings and attended the J. R. Vogel get-together. . . . Lou Brown, Loew Poli, was elected to the board of governors, Union League Club. . . . The Guilford, Guilford, Conn., has reopened under Silvio management.

HARTFORD, CONN., NEWS—Warner Berdick has been named assistant manager, Stanley Warner Strand, replacing Robert Carrano, resigned. . . . Michael Mowchan, SW Strand, New Britain, Conn., and Mrs. Mowchan became parents of a boy, their second child. . . . Stanley Warner has resumed the Tuesday art film policy in the first-run Capitol, Williamantic.

New Orleans

Eddie P. Dubiuson, new owner, Hollywood, Franklinton, La., engaged the J. G. Broggi Exhibitor Service to handle buying

Tri-State Exhibs Back Plan For More Product

MEMPHIS—The introduction of a plan to help relieve the product shortage for small town theatres, at the Tri-State Theatres convention held here last fortnight, was enthusiastically received, with approximately 50 per cent of the exhibitors attending reportedly signing contracts for 10 pictures to be produced within the next year.

Jack Braunagel, Arkansas theatre operator, presented the plan which asked the exhibitors to merely guarantee playing time for the features to be produced by a company headed by Moe Kerman, of Tudor Pictures, New York, and with Paul Leslie and William L. Nolte, Hollywood, in charge of production. The plan, it was reported, is to use experienced picture personalities, and the recruiting of new talent to help fill the need for new faces. The features are to be filmed so that there will be one available every two months.

In other convention business, the organization which represents theatre men in Arkansas, Mississippi and Tennessee, elected Roy L. Cochran, North Little Rock, Ark., president. He succeeds Charles N. Eudy, who was named chairman of the board. Leon Roundtree, Holly Springs, Miss., was named vice-president, and Alton Sims, Memphis, secretary-treasurer.

and booking. . . . Kendal Smith acquired the Park, Pelahatchie, Miss., from Willard Kaminer. . . . A. J. and Bernie Rosenthal now are sole owners, Midway



Singing star Kay Armen recently received a citation from Eugene Pleshette, managing director, Brooklyn Paramount and public information chairman, Brooklyn Chapter, American Red Cross, in appreciation for the help she gave to make the borough Red Cross fund appeal a success.

Drive-In, Opelousas, La.,* having purchased the interest of Joy's Theatres. . . . Rodney Gibbs is the new owner of Savoy's Joy, Vinton, La. . . . Joy's Theatres, which recently acquired the Brad Drive-In, Plaquemine, La., from William Cobb and Brad Stevens, have changed the name of the ozoner to the Joy. . . . The Bijou Amusement Company closed the Lincoln, Baton Rouge, La., which it purchased some time ago from Dr. A. L. Chatman.

Vienna Bellelo Montgomery, former Joy's Theatres stenographer and booker, resigned to join Theatres Service Company as short subjects booker to replace Pat Wagner. . . . Mrs. C. J. LaBorde

Safety Clubs Started By SW Situations

HARTFORD, CONN.—Stanley-Warner theatres in three Connecticut cities have started Safety Clubs, designed to encourage greater caution in traffic by youngsters.

The theatres, the Capitol, Willimantic; Garde, New London; and Palace, Danbury, are issuing membership cards, with young patrons, charged regular children's price, attending sessions every Saturday matinee and receiving free cowboy star photos.

When youngsters have collected a certain number of star photos, they are eligible for another prize. Cartoons, novelty films, and guest speakers are among the highlights each week.

closed the LaBorde, Bordelonville, La. . . . WOMPI service committee head Connie Aufdemorte looks forward to a large attendance for the WOMPI dance this week in the Arrow Theatre Building. Mrs. Carmen Smith, Exhibitors Poster Exchange, is ticket chairman. The local WOMPI unit has joined Dallas and Atlanta chapters in a Back To The Movies campaign. . . . Audrey Gregg succeeded Etta Doby as United Artists utility clerk. Mrs. Gerry Adams is resigning from UA this week.

New York

Allied Artists vice-president Edward Morey has been reappointed chairman,

HOP IS HOT!

HERE COMES THE
SUPER-SERIAL FOR
AIR-MINDED YOUNG
AMERICA *from*

Columbia!



HOP HARRIGAN

Reprint

America's Ace of the Airways

with
WILLIAM BAKEWELL • JENNIFER HOLT • ROBERT BUZZ HENRY
EMMETT VOGAN • Original Screenplay by GEORGE H. PLYMPTON and ANDY LAMB

Based upon the cartoon "HOP HARRIGAN" appearing in ALL-AMERICAN Comics Magazine

Created by JON BLUMMER • Directed by DERWIN ABRAHAMS

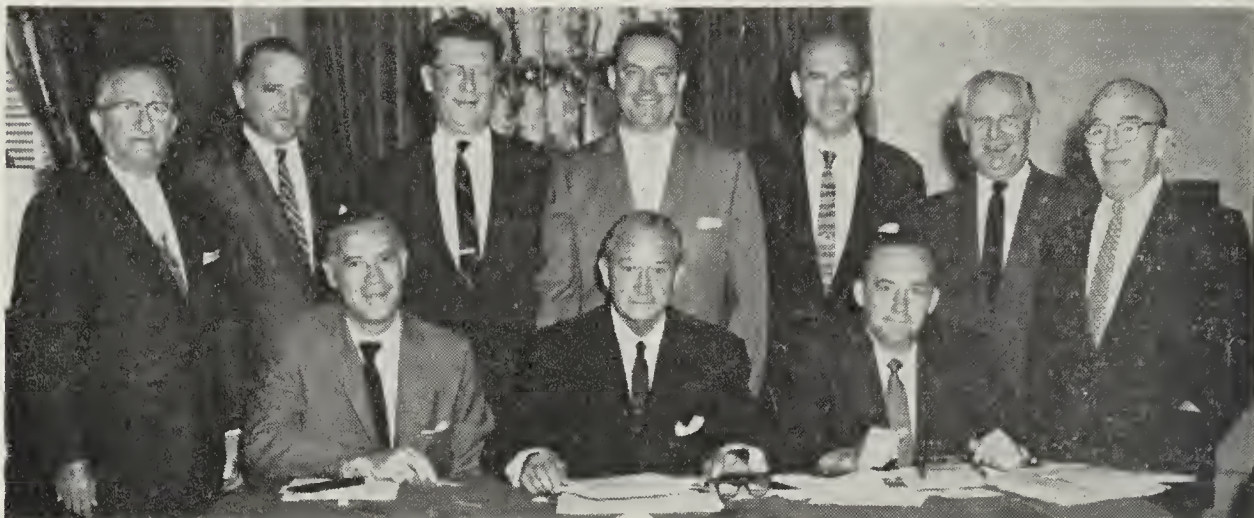
Produced by SAM KATZMAN

Columbia's BRAND NEW CAMPAIGN BOOK IS AIMED AT AUDIENCES EVERYWHERE!

motion picture division, Community Service Society of New York, whose fund raising goal this year is \$1,000,000. . . . The engagement of Judy Garland at the RKO Palace has been extended through January.

Philadelphia

The Riviera, Manayunk, is to become the home of a new little theatre group, the Philadelphia Civic Theatre. House, which seats 700, recently was renovated and painted and has stage facilities, although it was last operated as a last-run double feature house by William Greenfield. . . . Tri-State Booking and Buying Service is now handling these duties for Albert Goldman's Bluebird. . . . A belated bachelor party was held for recently married MGM branch manager Bill Madden at the Warwick Hotel. . . . John Phelan, RKO booker, was let out after being with the company for 31 years. . . . The Arcadia is reported changing counsel



John P. Byrne, MGM's eastern sales manager, is seen with the branch managers of his division at a recent meeting in New York. Seated, left to right, are Herman Ripps, assistant eastern sales manager; Byrne; and Norman Nilson, Byrne's home office assistant; and, standing, left to right, Jack Goldberg, Albany; Phil Gravitz, New Haven; Jack Mundstuk, Buffalo; William A. Madden, Philadelphia; Louis Allerhand, New York; Saal Gottlieb, district manager, New York; and Benn H. Rosenwald, Boston.

in its anti-trust suit against the major film companies. . . . Max Gillis, Allied Artists branch manager, was in and out of the Northern Division of Einstein Medical Center. . . . After a long confinement, Lou Blaustein, National Screen Service salesman, is now recuperating at his 2601 Parkway home. He would like to hear from some of his industry friends and would like some company.

Claude Schlanger is reported closing a deal for Harold Hirshberg's Drive-In at Bethlehem, Pa. . . . For "Rififi" the Senate, Harrisburg, Pa., obtained the endorsement of the top radio and TV disc jockeys of WCMB, ETPA, WKBO, WHGB, and WHP—Pete Wambach, Don Wear, Curt Whitcomb, Red McCarthy, and Dick Redmond.

READING, PA., NEWS—The same day witnessed the passing of two theatres. The city gave a contractor orders to go ahead with the demolition of the Ritz to make way, with two adjoining properties, for a parking lot for the Reading Parking authority. The other, the Penn. West Reading, has become a church for the time being, an independent religious group having leased it for Sunday services. . . . Wayne M. High, Jr., an architect by profession, suggests that theatre advertisements in newspaper be censored. High is the son of the late Wayne M. High, a Republican leader here for many years. In a letter to the Reading Times asserting that political advertisements are censored, as is customary because of legal limits on ad contents, High said theatre ads should also be censored because of "obscene" or "suggestive" material.

Pittsburgh

Judge Mike Musmanno of the State Supreme Court was guest of honor in the Manor, Squirrel Hill, Pa., of the Greater Pittsburgh Better Films and Television Council, for the first Pennsylvania showing of "The Last Ten Days," based on the Judge's book dealing with Hitler's decline. . . . Harold MacCartney, in the SW publicity department prior to going into the armed services three years ago, recently returned to the fold as an auditor. . . . Another SW auditor, Bob Banze, is back on the job. . . . The Fulton sneak-previewed U-I's "The Unguarded Moment." . . . Bill Graner, Allied Artists booker until recently, joined Republic as booker. . . . Harry Abbott and Larry Katz, IATSE representatives, were here to meet with members of Film Row Employees Union B-11, AFL, whose contract with the film exchanges expires Nov. 30. The teamsters union has claimed for a number of weeks that it will represent the local film shippers and inspectors in the future. . . . Harry T. Grove, former projectionist, died, according to his sister, Josephine Beck, National Screen. Roy, another brother, and a well-known projectionist, died in 1949. . . . At Paramount, Gerry Szewc, booking department stenographer, resigned, her replacement being Theresa Antonucci; Helen Korpen, stenographer, resigned, and Susan Smith has replaced her; Sam Wolf, assistant cashier, was transferred to Philadelphia as cashier; Eve Meenihan stepped into his position here, with Marion Havranek replacing her.

Charles Dortic, film salesman who re-

 **Everything for Your Theatre!**

COMPLETE PROJECTION and SOUND EQUIPMENT

BLUMBERG BROS., INC.

Office Phone: LOmbard 3-7240 - 3-7241
Emergency Nite Phone: Welsh Valley 4-4920 - 4-5368

1305-07 Vine Street, Philadelphia 7, Pa.

David E.
BRODSKY
Associates

THEATRICAL INTERIOR DECORATORS
242 N. 13th St. LO 4-1188—89 Phila. 7, Pa.
PAINTING • DRAPERIES • MURALS
STAGE SETTINGS • WALL COVERINGS

PROGRESSIVE ELECTRIC CONSTRUCTION CO., INC.
240 N. 13th STREET • PHILADELPHIA 7, PA

Theatre Installations and Maintenance

HENRY FRIEDMAN
Realtor and Insurance
Specializing in Theatre Real Estate and Insurance

(Member Main Line Board of Realtors)
17 W. Lancaster Ave., Ardmore, Pa. GR 7-5730

HAYCO COVERS
Custom made for all makes and models of theatre chairs.

JACK HAYES SEATING SERVICE
ONE MONICA PLACE, BALDWINVILLE, N. Y.



At Allied Artists' recent New York luncheon honoring the Untied Church Women for their cooperation in the production of William Wyler's "Friendly Persuasion" were, left to right, Martin S. Davis, AA's eastern ad-pub director; Edward Morey, AA vice-president; Miss Ella Harllee, UCW national public relations chairman; producer-director William Wyler; Mrs. T. O. Wedel, UCW national president; and Arthur DeBra, director of community relations for MPA.

N. Y. Cinema Lodge Ends Charity Drive

NEW YORK—New York's Cinema Lodge of B'nai B'rith was to hold its first luncheon membership meeting of the fall season at Toots Shor's Restaurant last week, it was announced by Robert K. Shapiro, president.

The luncheon marked the climax of the Lodge's principal fund-raising activity of the year, the sale of \$25 Contribution Share Certificates on behalf of the B'nai B'rith agencies, with one of the purchasers being awarded a 1956 Cadillac sedan. With the sale short of its goal this year, Shapiro appealed for a last minute campaign to sell the remaining certificates, the Lodge's executive committee having decided against any extension of the drive.

Participants in the purchase of certificates were invited to the luncheon, which Shapiro promised would feature an interesting program for members of the entertainment industry of all faiths.

cently left Columbia here to join Warners, Cincinnati, is undergoing treatment here in Mercy Hospital. . . . The Ambridge High School patrol members were guests of manager Don Conrad, Ambridge. . . . "Garden Of Eden" did Fourth of July business one weekend at a number of outdoor theatres and at the Art Cinema downtown. . . . Margi Gabris resigned her booking duties with Stanley Warner. May Koziol is her replacement. . . . A self-service snack bar is being built at the Gateway Drive-In, New Kensington, Pa. Fred Serrao is manager. . . . Post-Gazette recently featured a series of articles on the "Strange Story Of Joe Mazzei," Millvale, Pa., exhibitor, who was undercover agent for the FBI for a dozen years. . . . With the long lease expired, Bill Weiss stepped out of the Capitol, McKeesport, Pa., and the house is dark. The Stanley Warner circuit is closing one of its two theatres there, according to Lou Fordan, city manager there for many years.

St. Louis

Exhibitors were well represented at a luncheon in the Plaza Park Hotel, marking the local sendoff of the Columbia drive in honor of Rube Jackter, assistant general sales manager. Branch manager Clarence D. Hill was presented with a silver bowl, in recognition of his 25 years' service to the company, on behalf of vice-president and general sales manager Abe

Residents Sign Petition Opposing Suburban Drive-in

PITTSBURGH—Hundreds of north side residents have signed petitions which ask the city planning commission to reject a zoning change that would permit construction of a drive-in at Ivory Avenue and Grizella Street.

Plans for building the drive-in have been developed by Paul Bronder, who operates three city neighborhood indoor theatres. Opponents of the rezoning charge that the outdoor theatre would cut property values and cause new traffic problems. They also claim that the proposed project has become a political issue.

THE MOTION PICTURE ASSOCIATES . . .

are proud to announce a
SPECIAL SHOWING of
CECIL B. DeMILLE'S

"THE TEN COMMANDMENTS"

Sunday evening, November 25
at 8 P.M.

Randolph Theatre

12th and Chestnut Streets, Philadelphia, Pa.

Help this completely charitable organization which unselfishly renders assistance to less fortunate members in our industry to "sustain the living and dignify the dead."

For INVITATIONS, contact any member of the Motion Picture Associates—or phone:

DAVE LAW, Warner Bros., RI 6-9530

SAM DIAMOND, 20th Century-Fox, WA 2-2828

This advertisement sponsored by

MOTION PICTURE EXHIBITOR

Mr. Theatre Man:

Help the Motion Picture Associates assist the less fortunate members of our industry to "sustain the living and dignify the dead."

Contact Dave Law at Warner Bros. or Sam Diamond at 20th-Fox for invitations to the Special Showing of

CECIL B. DeMILLE'S

"THE TEN COMMANDMENTS"

at the **RANDOLPH THEATRE**

Sunday, 8 P. M., November 25

HIGHWAY EXPRESS LINES, INC.

829 North 29th Street

Philadelphia 30, Pa.

LO 4-3450

1638 Third Street, N. E.

Washington, D. C.

DuPont 7-7200

The A-MAN Corner

Theatre managers . . . assistant theatre managers . . . theatre advertising and publicity men . . . film buyers . . . film bookers . . . circuit executives . . . maintenance and equipment engineers. **IF you* are looking for a job, . . . or IF you* are looking for a man, . . . just describe your needs in 25 words or less and send to "The A-MAN Corner." Add your name and address. Names and addresses will be published unless a box number is requested. All such "classified ads" will be published in three consecutive issues and then dropped. If success does not crown an original effort, it can be repeated through a new application after a 60-day interval.**

This completely new EMPLOYMENT SERVICE is available to ALL theatres without reservation. It is not necessary to subscribe to MOTION PICTURE EXHIBITOR to avail yourself of this service. No other industry trade paper offers it! And it is completely FREE!

*A (WO)MAN is also welcome . . . but in this preponderantly male business, she should specify her sex.

CONVENTIONAL AND DRIVE-IN MANAGER, 9 years' experience, would like position in New England area. Would consider leasing small conventional theatre. Age 30, family man. BOX A117, c/o M. P. EXHIBITOR, 246 North Clarion St., Phila. 7, Pa.

WANTED, Projectionist, married. Post posters, maintain grounds. Car, gas furnished. Park trailer or live grounds free. N.W. Florida coastal city D-I. Send photo. Hunt, fish spare time. \$150 monthly. Wife may sell tickets \$50 monthly. BOX A1024, c/o M. P. EXHIBITOR, 246 North Clarion St., Phila. 7, Pa.

MANAGER OF KEY CIRCUIT THEATRE seeks salary and percentage arrangement with drive-in or conventional operation. A-1 references. BOX A1031, c/o M. P. EXHIBITOR, 246 North Clarion St., Phila. 7, Pa.

THEATRE MANAGERS WANTED for conventional and drive-in theatres open entire year in New Jersey. Top salary. Many benefits including retirement plan, group insurance and hospitalization. Apply Walter Reade Theatres, Mayfair House, Deal Road, Oakhurst, New Jersey or call Kellogg 1-1600. (1024)

Address all
correspondence to—

The A-MAN Corner

Motion Picture Exhibitor
246 N. Clarion St., Philadelphia 7, Pa.

Montague. Carl Shalit, district manager, opened the program. . . Tommy James, MITO board chairman, was toastmaster at a testimonial luncheon in honor of Joe Feld, retired 20th-Fox circuit sales manager.

The Canna, Gillespie, Ill., under the management of Louis Odorizzi, was opened with appropriate festivities. . . The Cinema Tea of the Better Films Council, held in the Missouri, had a record turnout of 570 women. . . Variety Club kicked off the social season with a party in the Regency Room of the Hotel Chase. The Club's annual golf tournament is set for Lake Side Club this weekend. . . French Miller, U-I salesman, returned to St. Louis after suffering a mild heart attack at Herrin, Ill., which required brief hospitalization there. . . David Brown is the new manager, Ambassador, the home of Cinerama, succeeding Russ Russo, transferred to Cleveland.

San Antonio

Preliminary steps toward construction of a large drive-in between El Paso and Castroville Roads have been thwarted by the city planning and zoning commission, which denied an application submitted by Beatrice Johnson and George Santikos to have the area rezoned from "B" residential to "F" local retail. A petition signed by 39 nearby residents was offered in behalf of the proposition, but, before casting the negative vote, the commission took note of an 81-name petition opposing the theatre, asserting it would lead to congestion of traffic as well as overall deterioration of the neighborhood. . . Owners of the Prince complained a building wrecker next door punched several holes in the theatre's wall and air conditioning system. The complaint was basis of a \$200 damage suit filed in 57th District Court by Bordentown Theatres, Inc., against Joseph Marshall, building wrecker. . . Zsa Zsa Gabor's low cut gowns became a

legal problem for the city attorney. Police Chief George Richscl announced he would confer with the city attorney prior to Miss Gabor's appearance in the Aztec for the premiere of "Death Of A Scoundrel." . . In accord with the policy of bringing customers "the best of everything," Handy Andy Supermarkets have completed arrangements to make available discount passes to the new Twin Outdoor Theatre, recently opened by Bob Otwell. . . The El Capitan Drive-In, operated by Sylvan Barry, suffered a small loss when a trash fire ignited the south wall of the screen tower. . . Robert R. O'Donnell, branch manager, recently opened Empire-Lippert Pictures, Dallas, was here calling on exhibitors.

A full house, including a number of out-of-town visitors, attended the opening of "Oklahoma!" in the Broadway. The house, seating 993, was sold out by six p.m. Martin Wood, auditor, Interstate Circuit, Jake Elder, Interstate home office, and Milton Overman, Todd-AO, Dallas, were here for the opening. . . Charles Donaldson is now booking for the Roxy



Thomas E. Dunn, Jr., U-I salesman in New Orleans since 1945, has been promoted to the post of branch manager in St. Louis, replacing Harry Hynes, who is retiring after 29 years with the company.

Virginia Exhibitors Plan Theatre Contest

RICHMOND, VA.—The Virginia Motion Picture Theatre Association held a meeting of the board of directors in the Jefferson Hotel here last fortnight, with president Seymour Hoffman presiding. Plans for a state-wide contest for theatres were discussed and a committee appointed. Complete plans for the contest are to be reported at the annual meeting, which will be held in the Jefferson on Jan. 16. Syd Gates, Norfolk, will act as chairman of the committee, which includes Jerome Gordon, Newport News, and Floyd Stawls, David Kamsky, and Carlton Duffus, Richmond.

Reports of the TOA convention and the COMPO meeting in New York were given by Hoffman, Kamsky, and Duffus. The members also named Duffus to be the official representative of the Association at the National Allied convention in Dallas, Nov. 27-29. It was recommended by the board that all state theatres press the "Get Out The Vote" campaign for the election and to use trailers on the Boy Scout campaign.

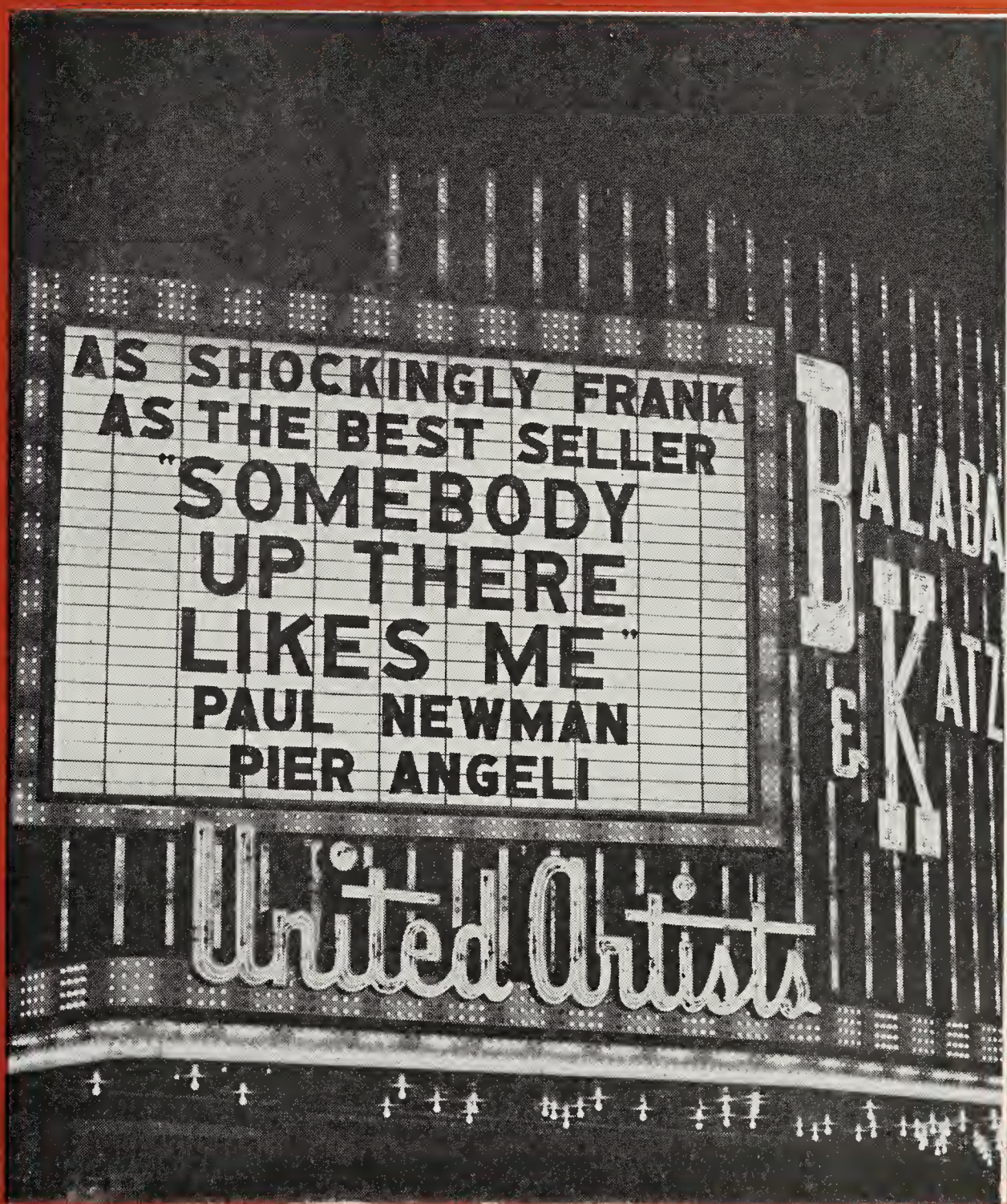
Board members attending the meeting included Sidney L. Bowden, Gates, and Jeff Hofheimer, Norfolk; Leonard Gordon, William Jasper, and Jerome Gordon, Newport News; Ben Somma, Highland Springs; Hal Lyon, Franklin; Roy A. Richardson, Suffolk; Jack Rumsey, Covington; D. H. Covington, Ashland; Denver Aleshire, Luray; T. I. Martin, Culpepper; and Stawls, Kamsky, Sam Bendheim, Jr., Seymour Hoffman, and Duffus, Richmond.

Drive-In. He is with the South Texas Bookers Service. . . Jack Mitchell, Spann, Forney, Tex., has taken over the Temple, Temple, Tex., from Fred Smith. . . Davis Hoppenstein has taken over the Gem, Waco, Tex., from the Bijou Amusement Company. . . Epitacio Flores has been named manager, Rio, Mission, Tex. He is the eldest son of Henry Flores, owner.

Washington

Abbott and Costello, Jeanne Crain, Virginia Mayo, Michael O'Shea, Esther Williams, and 45 political and comic-strip cartoonists were in to participate in the Treasury Department's Freedom Fair. . . Alfred H. Leake, 41, manager, Virginia, Alexandria, Va., died in September. He had been employed by the Alexandria Amusement Company for 28 years. . . Joe DeMaio, formerly with Allied Artists, joined the Columbia staff. . . The Variety Club's annual golf tournament and dinner dance at the Woodmont Country Club was highly successful. More than 65 golf prizes were contributed by individuals and companies. The Tent's annual Personality Of The Year award will go to Pat Boone, new singing sensation featured on Arthur Godfrey's radio and TV show. He will receive a plaque at the Club's 21st Annual Dinner Dance on Nov. 17, in the Statler Hotel. . . Frank La Falce, advertising and publicity director, Stanley Warner, announced that "Oklahoma!" would be shown on a reserved seat policy when it opened in Warners' Uptown last week. In order to present "Oklahoma!" at the Uptown, it was necessary to close the theatre to install new equipment at a cost of \$75,000.

PHYSICAL THEATRE



One of the veteran top houses in Chicago's famed Loop, the United Artists recently installed one of the largest new marquees in the last 25 years. Over 8,000 feet of neon tubing was used, and 10,000 incandescent and slimline lamps are required to illuminate this huge sign. It weighs more than 60 tons.

devoted exclusively to the theatre structure, its design, construction, furnishings, maintenance, and specialized equipment, with a special section for drive-ins, devoted to their design and operation.

Gold Farber, Editor

11, No. 12 November 7, 1956

IN THIS ISSUE:

SAFETY FIRST.....	Page 7
A WINNING COMBINATION.....	Page 8
SOME ANSWERS.....	Page 10
NEW PRODUCTS.....	Page 12

SIX REASONS* for our claim that . . .

There have been some changes

1 • MOTION PICTURE EXHIBITOR *alone* showed an INCREASE in "Average Total Paid Circulation" with 117 MORE than six months ago.

(Publication "A", 214 LESS; Publication "B", 753 LESS; Publication "C", 110 LESS)

2 • MOTION PICTURE EXHIBITOR *alone* showed an INCREASE in "Theatrical Exhibition-A" (Theatres and Theatre Executives) with 80 MORE than six months ago.

(Publication "A", 340 LESS; Publication "B", 431 LESS; Publication "C", 291 LESS)

3 • MOTION PICTURE EXHIBITOR *alone* showed an INCREASE in "Total Theatrical Exhibition" (All kinds) with 82 MORE than six months ago.

(Publication "A", 301 LESS; Publication "B", 319 LESS; Publication "C", 328 LESS)

4 • MOTION PICTURE EXHIBITOR *alone* showed an INCREASE in "Total Paid Circulation in the United States" with 39 MORE than six months ago.

(Publication "A", 384 LESS; Publication "B", 801 LESS; Publication "C", 217 LESS)

P. S. We thank the Theatremen whose READERSHIP made the

ade in Trade Paper Readership!

5 • MOTION PICTURE EXHIBITOR *was tops*
during the past six months with 56.7% of all Net Paid Subscriptions purchased at "Basic Authorized Prices" or "Prices Higher Than Basic" (as compared to special 50% discounts, etc.).

(Publication "A", 54.8%; Publication "B", 19.7%; Publication "C", 30%)

6 • MOTION PICTURE EXHIBITOR *was nearly tops*
during the past six months with 94% of all Net Paid Subscriptions purchased directly "By Mail to the Publisher" (A voluntary method as compared to the possible high pressure of agents, field selling staffs, and other personal solicitations).

(Publication "A", 74.9%; Publication "B", 96.8%; Publication "C", 81.2%)

All of the above are mathematical conclusions drawn by the clerical staff of MOTION PICTURE EXHIBITOR from a contrast study of all pertinent A.B.C. Publisher's Statements, for the six month period ending June 30, 1956 as compared to the preceding six month period ending December 31, 1955. We are prepared to justify them, by delivering a set of all A.B.C. releases specified, and by spot-checking the results, at the desk of any qualified inquirer.

DON'T ACCEPT THESE "SIX REASONS" ON FAITH. MAKE US PROVE THEM!

MORE

THEATRES INSTALL

WAGNER ATTRACTION PANELS

THAN ALL OTHER MAKES

... because theatremen everywhere realize that a changeable copy board is the most effective means of selling every attraction and that nothing short of the best should be used!

Wagner Boards can be furnished without limitation of size . . . large enough for plenty of powerful sales copy. They are readily serviced without removing frames.

Wagner Changeable Letters, in the widest selection of sizes and colors, permit more attractive displays and better emphasis where desired. They are the only letters with the tapered slot, are immovable by wind or vibration, yet are easier to change. Copy changes can be made without the use of ladders when you have Wagner Letters. The "mechanical hand" makes changing safe—avoids falls. Only Wagner Plastic Letters can be stacked in storage without danger of warping.

Wagner Enduronamel Steel Panels afford an excellent low cost, effective and durable background and letter mounting arrangement for drive-ins.

If you're building or remodeling an indoor theatre or drive-in, large or small, you'd better send for free literature now.



WAGNER SIGN SERVICE, INC.
Chicago 12, Illinois

218 S. Hoyne Avenue

Please send free literature on
Wagner show-selling equipment.

NAME _____

THEATRE _____

STREET _____

CITY & STATE _____

LAYING IT

On The Line

A Word To The Wise...

In recent weeks leading spokesmen in the field of exhibition have predicted the closing of thousands of existing roofed theatres. Although we do not take such a dim view on the future of exhibition, we do agree with one point that appeared in all the statements—run-down, poorly equipped, and shabby theatres are a thing of the past.

S. H. Fabian, president of the Stanley Warner Corporation, in his keynote address to the Motion Picture Exhibitors of Florida convention last week said, "Marginal houses, shabby and antiquated, without modern equipment, in over-seated situations and changed neighborhoods; these will be the casualties of the next few years."

For those exhibitors who are in areas that can no longer support a theatre because of changing social and economic patterns, there is little hope. But it is a crying shame if any theatre closes its doors primarily because its operator refused to make the necessary changes in equipment and furnishings to make that theatre attractive to the highly selective, comfort conscious public. Fabian in his address stated, "Many exhibitors are alert to this necessity of refurbishing and rehabilitating their houses. Exhibition is presently spending millions—and this we must continue to do on as large a scale as possible."

Agreed that theatres have seen lean years recently, and there is not a great pool of cash on hand to undertake extensive theatre face-lifting projects. However, there are still ways open. The tax relief money can help. Government loans from the SBA can help. But nothing can help as much as individual theatremen having the faith, courage and initiative to help restore the confidence of the business community and the public in the future of this industry.

As we write these words we are genuinely stirred to anger. There should be no need for anyone to have to tell theatremen to take all the steps necessary to keep their operations alive. There should be no need to try to counterattack the growing waves of pessimism and just plain quitting that we see and hear about in all parts of the country. This industry has been too good to too many people for it to be written off because of token resistance.

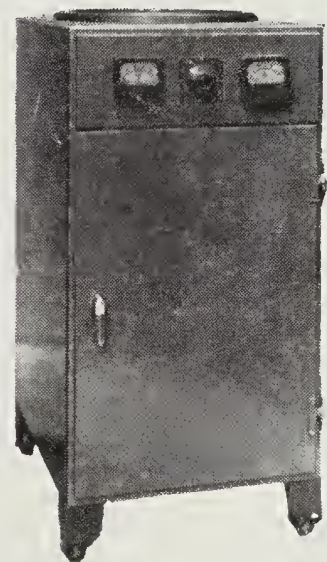
We honestly believe that there is enough resiliency and vigor in exhibition to adjust to the changing times, and emerge strong and secure in its future. It will be a battle to save many theatres, and in all battles you must expect casualties. And in all victories you must be willing to make an all out effort to win.

A word to the wise . . .

PHYSICAL THEATRE • A sectional department of MOTION PICTURE EXHIBITOR, published every fourth Wednesday by Jay Emanuel Publications, Inc., 246-48 North Clarion Street, Philadelphia 7, Pennsylvania. All contents copyrighted and all reprint rights reserved.

300 AMPS
NOW 250 "
200 "
180 "
140 "
100 "
80 "

with
**The NEW
ROBIN**



SELENIUM RECTIFIER

Specifically engineered for New and Wide Screen Projection Systems

WORLD'S FINEST PROJECTION LENSES



Optische Werke Gmgh
Gottingen
Western Germany

Write for information and prices to:

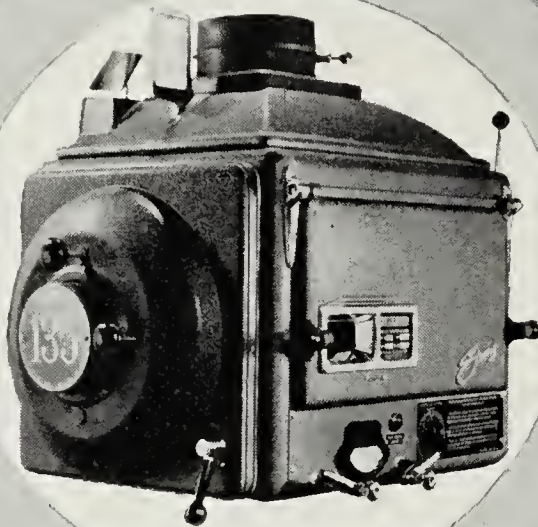


SOLE U. S. DISTRIBUTOR

J. E. ROBIN, INC.

Motion Picture Equipment Specialists
267 Rhode Island Avenue
EAST ORANGE, N. J.

light travels in a straight line
in all directions...



is enough of it reaching your screen?

IT WILL, IF YOU HAVE STRONG SUPER "135" PROJECTION ARC LAMPS

Exclusive lightronic system controls the burning of both carbons. Automatically maintains the correct arc gap length and holds the positive arc crater at the EXACT focal point of the reflector. A perfect light, evenly distributed, of constant intensity and unchanging color value is maintained WITHOUT MANUAL ADJUSTMENTS—exactly the same for both lamps. Changeovers cannot be noticed.

Burn a choice of four carbon trims, 9, 10, or 11 mm regular and 10 mm Hitex, to attain any desired degree of cost of operation, screen illumination, or burning time. Quick, simple changes attain the correct light requirements for any presentation technique—even two or more on the same program. A TRULY ALL-PURPOSE LAMP!

Single control amperage selection.

18" f 1.7 or 16½" f 1.9 reflector.

Infra Ban Beam Cooler. Diverts heat rays from aperture. Removable

holder. Easy cleaning. Blower cooled.

Reflector and frame cooling device.

The arc is stabilized by its own magnetic field (no magnets are required and an air jet prevents deposit of soot on reflector).

Unitized component design.

Long-life positive carbon contact. Water-cooled carbon contact assembly (optional).

New conversion features engineered by Strong to fit into Super 135 projection arc lamps, to assure perfect screen lighting for the new 55, 65 and 70 mm wide film productions are now ready for your adoption. When you equip for any of these projection techniques, provision can be made for burning the 20-inch 13.6 mm carbons. A wider opening can be provided in the nose of the lamp, it can be fitted with a new dowser which fully covers the bigger opening, and a new high magnification mirror employed.

*Impartial Foot-Candle-Meter
Tests Will Prove that the Strong
Super 135 Projects the Brightest
Pictures Today*

THE STRONG ELECTRIC CORPORATION

"The World's Largest Manufacturer of Projection Arc Lamps"

21 City Park Avenue

Toledo 1, Ohio

Please send free literature on Strong Projection Arc Lamps

NAME

THEATRE

STREET

CITY & STATE



EXHIBITORS are bound to exercise reasonable care to protect their patrons from the dangers which human care and foresight can reasonably anticipate and prevent. If they fail in this, they are guilty of negligence, and they are liable to both civil and criminal action. They may have to pay money damages for injury or death caused by their negligence, and they may even be sent to prison under the criminal code.

Such disasters are not excusable as acts of God. They are usually due to man's carelessness. For instance, the Iroquois Theatre fire, which took nearly 600 lives, began when a floodlight ignited a piece of drapery. In court, the stagehand who operated the floodlight testified that he had repeatedly called his superior's attention to the danger of the nearness of the drapery, but nothing had been done. The fire at its beginning was so insignificant that the operator tried to smother it with his hands. It could have been controlled easily if only minor safety devices had been at hand. However, although the newly built theatre had been in operation for more than a month, there were no hoses connected to the standpipes—and there was no water in the standpipes.

Fire in theatres, and the panic that usually results, calls attention in a most spectacular manner to the need for safety. The notorious disasters have resulted in a great amount of publicity, which in turn has given rise to numerous state laws and regulations that provide detailed measures to be taken both in the construction and operation of theatres in order to safeguard the public. Particular attention has been given the projection

booths in motion picture theatres which offer a special hazard.

General Safety

While there is little doubt that fire is the major threat to theatre safety, the operator should not be complacent about the day-to-day minor injuries that occur in theatres. These do not make the front page, but together they can have an important effect on the success of the operation. These falls, bruises, cuts, etc., cause pain and inconvenience to both the patron and employees. They disrupt the smooth operation of the theatre, and, when they occur too frequently, make for poor public relations. People don't like to be entertained at the risk of personal injury.

Proper Facilities Needed

Therefore, it is important that adequate measure be taken to make the theatre as safe a place as possible, and that facilities be provided if an injury does occur. Prompt and efficient handling leaves the injured patron with kindly attitude toward the management.

The manager of a theatre must realize that safety starts with himself. He must let his employees know that he is interested in safety by giving his active support to accident prevention.

In a small theatre he can supervise the safety program himself. In a larger organization, he will probably want to place a dependable subordinate in charge.

Uncover The Problem

His first step should be to uncover the problem—study the records to find out who has been getting hurt and what the causes of the injuries have been. If no records have been kept of minor injuries, he should start compiling such records.

(Continued on page PT-14)

First-Aid Equipment And Training Of Theatre Staff Members Are Needed For Safe Operation

SAFETY-FIRST



The operators of the new Shore Drive-In have seen to it that their new enterprise has all the ingredients required for a successful operation. It was



decided that the combination of a children's playground (left) and a good refreshment building (right) were two of the most important requirements.

Playground and Concession Give New Drive-In

A Winning Combination

By Norman R. Miller

Vice-President, American Device Company

THE children's playground at the new Shore Drive-In, Norfolk, Va., is just a hop, skip, and a jump to the concession building.

Making it easy for the youngsters to move quickly from the swings, slides, and see-saws to the ice cream, pop, and popcorn has paid off in the cash register.

The Shore, newest unit in the Visulite Theatres chain, was opened this season, complete with a children's playground, equipped by the American Playground Device Company, Anderson, Ind. Cost of the equipment was about \$1700.

The apparatus is of the well-designed, rugged type, which will withstand years of abuse. The equipment was ordered in varied sizes to permit the setting off of a junior area for children two to 10 and a senior area for youngsters over 10. The list includes American's nursery six chair swing set, merry-go-round with safety enclosure platform, primary castle walk, six swing set with safety rubber swing seats, stainless steel bedway all-steel slide, master combination unit with four swings equipped with safety rubber seats, senior castle tower, junior hori-

zontal ladder, senior wave stride, and two two-board see-saw units. Alongside the play apparatus area are six streamlined park benches, where parents may relax while the youngsters are at play.

The Shore is a 900-car theatre, located on Shore Drive at Chesapeake Beach, the main highway leading from Ocean View to Virginia Beach.

It comprises 13 acres, one acre of which is devoted to the children's playground. The projection booth, on the second floor of the concession building, is equipped with two Century projectors with water cooled apertures. The lamps are Strong 135 with Strong Red Arrow 135 amp. rectifiers. The ozoner is equipped for CinemaScope with Bausch and Lomb anamorphic lenses. The 900 speakers are Motiographs.

DRIVE-IN THEATRES

The concession-projection building is located at the extreme rear part of the lot, with the children's playground immediately adjacent. The screen tower is 120 feet wide with a 650 foot throw. During August, a 100-foot steel tower was erected to be used as a moonlight pole.

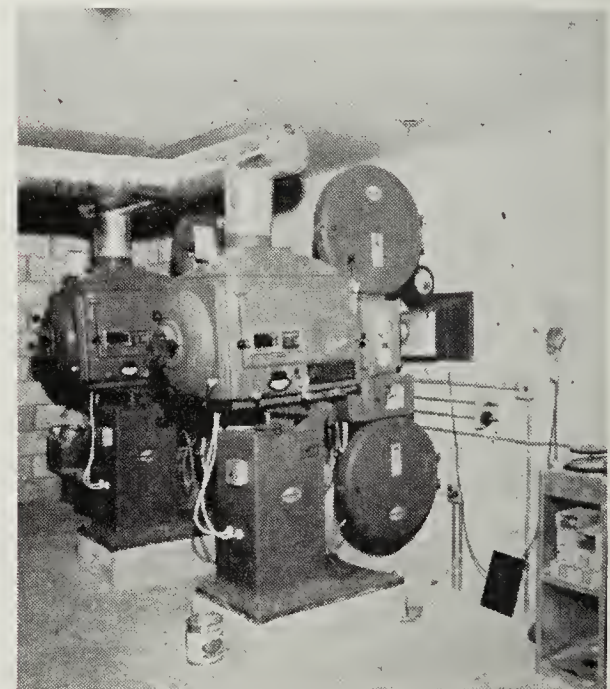
Concessions are leased to Berlo Vending, who handle the usual line of drive-in foods and refreshments and serve pizzas and chicken dinners in addition. All cold drinks are served with crushed ice, made in an ice machine.

Jeff Hofheimer is general manager of Visulite Theatres, an organization that began in Norfolk during the early days of the Nickleodeon. Other Visulite theatres are the Byrd, Suburban, Boulevard, and Willard, all neighborhood theatres in Norfolk; the Grand in South Norfolk; the Auto-Port Drive-In in Portsmouth. At one time Visulite operated theatres in Staunton and Covington, V., and in Charlotte, N. C.

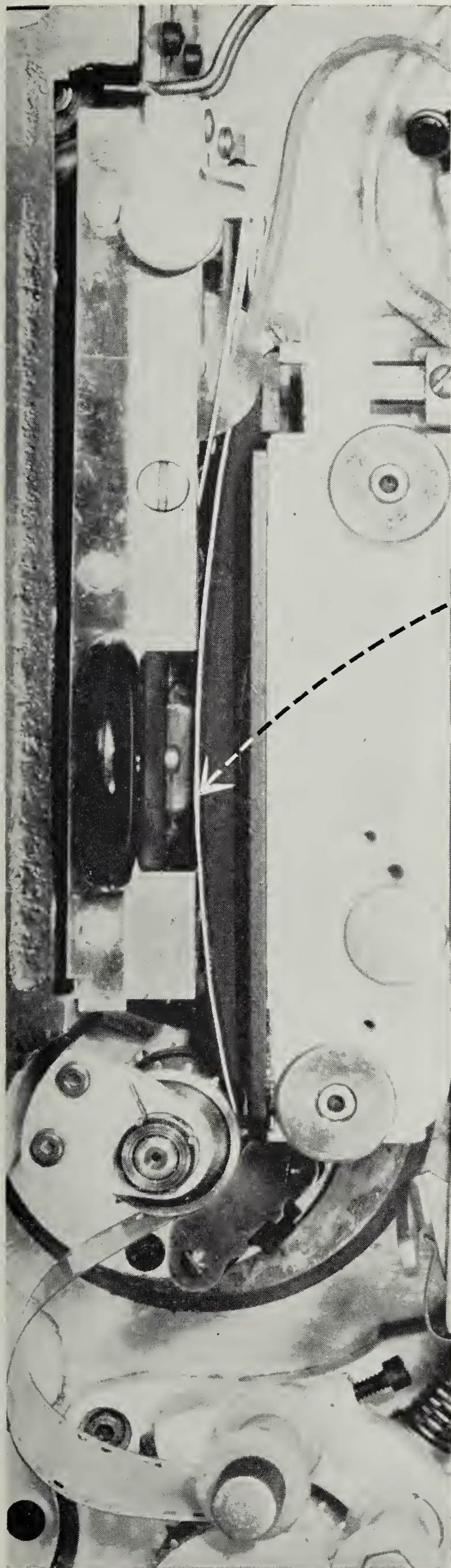
The Shore Drive-In was designed and erected by I. and O. A. Slutzky of Hunter, N. Y. Lee Hofheimer is part-owner and manager of the Shore.



Seen (above) is a general view of the Shore. The drive-in is located on a 12-acre site and is able to handle 900 cars. Seen (below) is a children's merry-go-round found in the well equipped play area.



The booth is equipped with the latest projection and sound equipment to offer patrons a top picture.



*NOW...steadier, sharper projection
for every theatre...with the*

NEW

Simplex
T.M. REG. U. S. PAT. OFF.

X•L

CURVED GATE

a must

**for better projection of
wide-screen films!**

- Reduces film buckling caused by high temperatures
- Provides greater uniformity of focus... improves center-to-side focus
- Curved design steadies film and controls in-and-out movement of buckled film
- Proven effective in laboratory and field tests
- Available on new Simplex X•L projectors
- A simple adaptation to Simplex X•L's in service
- Uses existing aperture plates
- Easy to thread... no obstructions
- Easily removable for cleaning... no corners
- Adjustable spring tension assures intimate film contact
- Available with water cooling

*Contact your nearest National Theatre Supply
representative for more details*

Better Projection Pays!

MANUFACTURED BY INTERNATIONAL PROJECTOR CORPORATION

DISTRIBUTED BY NATIONAL THEATRE SUPPLY

SUBSIDIARIES OF GENERAL PRECISION EQUIPMENT CORPORATION



IN THE SPECIAL September TOA-
TESMA convention issue of PHYSICAL
THEATRE there was an article made up of questions
from theatremen dealing with various



L. W. DAVEE

phases of the physical operation of indoor and outdoor drive-in theatres. It was hoped that the answers to these requests for information would be obtained on the floor of the Equipment Forum that was conducted. When the program did not permit these questions to be presented we asked one of the Forum panel members, and one of the leading technical experts in the industry, to supply his answers.

The following are the remarks of L. W. Davee, sales manager and chief engineer for the Century Projector Corporation:

Q. What are the relative reflective qualities of the different types of screen surface materials for use on drive-in screens?

saving of a couple of dollars in the original investment, only to lose many times that amount on pay day in lost customers.

Q. What is being done to standardize projection and sound equipment?

A. Whenever the motion picture industry relapses into a rut, and customers are seeking other means of entertainment, we suddenly wake up and find that something has to be done—in a hurry. So we plunge into 3-D, wide films, etc., without following logical processes of development to engineer an acceptable process for the industry to overcome the known deficiencies of the motion picture process.

Thus, the industry finds itself in the unfortunate position of having several different processes with a number of film widths, aperture sizes, sound track placements, etc., depending upon individual likes or dislikes. It is quite obvious to a trained engineer that the differences in the several systems could be easily resolved were it not for factors of personal prestige, company promotion and stop-gap urgency.

It would seem logical, therefore, to look

are a number of "devices" offered to the theatre with exaggerated cure-all claims as fantastic as Uncle Abner's snake oil.

Q. Can methods be devised to improve film inspection procedures?

A. It is my opinion that a great deal can be done to improve film inspection routines. There could certainly be mechanical and electrical inspection devices designed which would take a lot of the personal factor out of film inspection. A great deal of work could be done in an educational campaign throughout all film exchanges, whereby inspectors could become more familiar with the responsibility of the exchange to supply good prints properly prepared for theatre projection. I believe one great trouble today is the mass production, chain store attitude of many phases of our industry, and more especially does this apply to the exchanges and film inspection.

Q. What is the maximum off-center angle at which you can place a projector at a drive-in, and still get good results?

A. There is actually no difference in off-center projection at a drive-in than at an indoor theatre. The "depth of focus" at the screen is considerable. At a drive-in theatre using long focal length lenses, this off-center position of the projectors, within any reasonable limits of say 25 or 30 feet, would make little or no difference in the picture quality. However, as projectors are moved off-center there will be vertical keystoneing which can be corrected by aperture plate filing, as is done in indoor houses.

Another factor which is influenced by off-center projection is the reflection angle of the light. Too far off-center will result in a dark screen along the edge most distant from the projector. This effect becomes troublesome only if the screen is of the metalized paint variety. A white matte surface at the distances usually employed will be satisfactory under any reasonable booth location.

Q. How important a factor is atmospheric conditions in determining the maximum picture throw at a drive-in?

A. It is a good bet that any atmospheric condition affecting the projection throw in a drive-in theatre will also affect the appearance of the picture as viewed by the customers. Atmospherics (fog) or haze can have an affect on the viewing of a picture, but this is primarily due to light dispersion created by the smoke or water particles in the fog. This dispersion will cause a lighting up of the whole drive-in area, which is distracting to a theatre audience, especially when this light is lost to the theatre screen. The picture suffers, therefore, because of lost light to the screen and the illumination of the smoke or fog. The effect is much the same as driving an automobile through a heavy fog with full headlights.

Fog or smoke (except as noted above) will not affect picture focus or clarity.

The only corrective measures under such circumstances is to get rid of the atmospherics. Some drive-ins have been rather successful with fog eliminators (large fans used either in vertical or horizontal position). However, with particularly bad conditions, the only alternative is to either show with the bad situation, or close the theatre down.

Projection distance is, in general, not a limiting factor as regards the ability of the drive-in to continue operation.

Some Answers From A Man Who Knows

A. I would like to have this question rephrased as follows—Why does the industry stumble along with claims of "good," "better," and "best," when measuring instruments are available for comparative measurements, and departures from a standard reference can easily be measured, advertised, and guaranteed?

There is a vast difference in screen reflectivity, paint reflectivity, screen color and texture. Any one of these can seriously affect the picture quality and brightness in a drive-in theatre. I would recommend actual tests on square yard samples before selecting any surface treatment.

Q. What are the advantages, if any, of using a 4½ or five-inch speaker unit as opposed to the standard four-inch?

A. There is always a gain in sound quality the larger the speaker unit. Larger speaker units are usually higher in efficiency and do not require so much equalization to make them sound reasonably good. The use of good quality speakers in a drive-in theatre is a good investment, but as is often the case with equipment selection, "if the speaker will talk at all, it's good enough." There is a

forward to a meeting of minds in the not too distant future which will allow a degree of standardization of film dimensions, picture aperture sizes and sound track placements which will allow our industry to go ahead on a united front with improved theatre results which are urgently required.

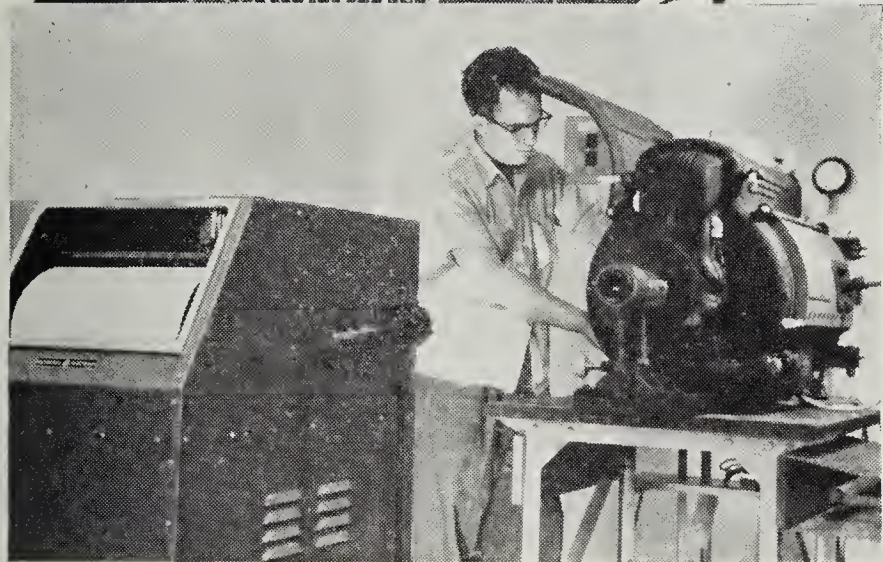
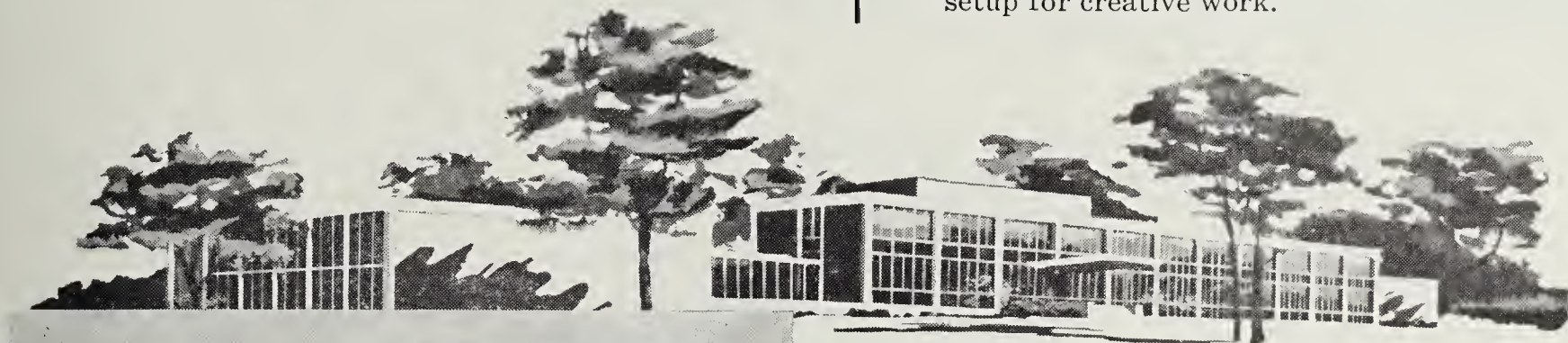
Q. Are there film cooling devices available to prevent film buckling under the great heat produced by the latest projection systems?

A. There are film cooling devices which have been proven of great benefit in the reduction of film buckle. A properly designed water cooled aperture plate will reduce film buckle. There are several recent developments which should be carefully considered by all theatres, especially those using the larger, hotter arc lamps. Included are reflective-type heat filters properly cooled, and the new "cool" arc lamp mirrors which reflect less heat to the projector. Water-cooled aperture plates and curved film traps and gates working in combination can reduce film distortion enough to allow almost perfect projection. Unfortunately, there

*At the outer boundaries
of knowledge...*

New Research Laboratories in Parma, Ohio.

To expand its basic research in solid state and chemical physics, National Carbon Company has recently enlarged its staff of scientists and provided them with an ideal laboratory setup for creative work.



Studying color balance for better color movies.

The spectroradiometer analyzes the complete "rainbow" of colors in projected light — to give an investigator, in one and a half minutes, information that he formerly worked half a day to get. Research like this helped National Carbon Company win the coveted "Oscar" this year for developing lighting carbons which were balanced to operate with other studio lights.

New "particle" theory promises help in developing still brighter carbon arcs

Although the high-intensity arc has been around for forty years now, nobody has yet been able to explain satisfactorily how it produces the super-bright light so useful for movie projection and studio lighting.


At one time it was thought that the brilliant light came from atomic reactions taking place within the glowing crater or pit at the tip of the positive electrode where the energy of the arc is highly concentrated. But this theory has been radically modified by researchers at National Carbon's laboratories.

Now it is believed that a much more complicated process takes place in the crater region where powerful electrical currents heat the carbon to temperatures of 10,000 to 12,000 degrees Fahrenheit,

roughly the temperature of the sun's surface. According to the new "particle" theory, material from the molten floor of the crater vaporizes into tiny particles of the order of a millionth of an inch in diameter. These white-hot liquid droplets stream out into the space between the carbon electrodes of the arc to form a long, luminous tail flame or "comet tail."

Precise knowledge of this process, combined with results of other experiments now under way at the Parma laboratories, should point the way toward new, brighter lighting carbons that will stand up to higher and higher currents and temperatures. More details of the work at Parma are given in a new booklet titled "Research." Write for a copy.

*Look to **NATIONAL CARBON** for leadership in lighting carbons*

NATIONAL CARBON COMPANY • A Division of Union Carbide and Carbon Corporation  30 East 42nd Street, New York 17, N.Y.
Sales Offices: Atlanta, Chicago, Dallas, Kansas City, Los Angeles, New York, Pittsburgh, San Francisco. In Canada: Union Carbide Canada Limited, Toronto

NEW PRODUCTS

... that have theatre interest

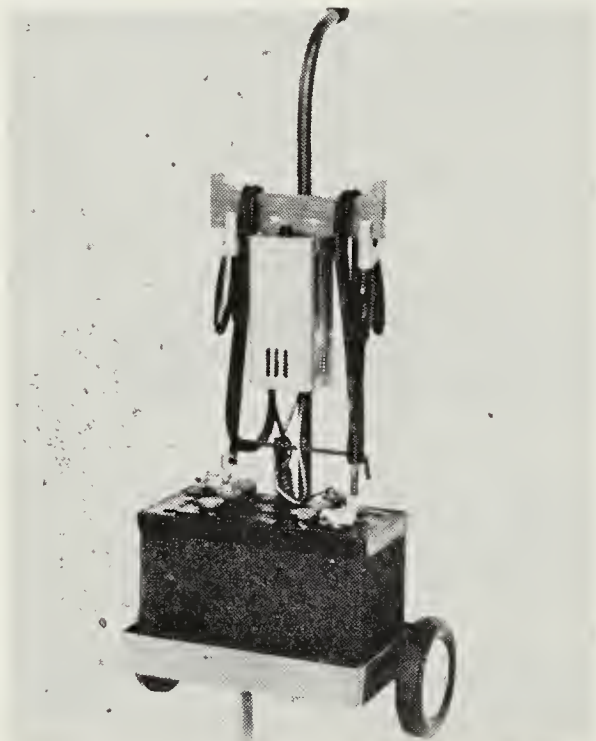


Portable Battery Cart

National Theatre Supply is now distributing the new Christie "Redi-Start" portable battery booster cart, it was recently announced.

This unit, according to the distributor, is the safe, easy method of starting cars with dead batteries. Since this is a fairly common occurrence in drive-in theatres, outdoor exhibitors should be interested. The portable unit is said to be able to start cars with either six or 12 volt electrical systems.

The cart mounts a 12 volt charger which keeps the 12 volt battery charged and ready to use at all times. When the cart is not in use, it is plugged into a 115 volt outlet.



A portable battery booster cart, this unit is a safe and easy method to start autos with a dead battery. Good service to offer drive-in patrons.

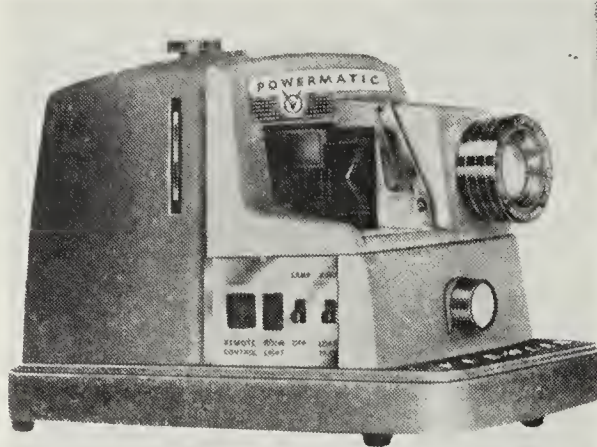
The Redi-Start is equipped with heavy duty six inch wheels for easy wheeling. To start a car with a dead battery, it was explained, the two plier clips are attached to the battery posts on the car battery. The battery on the cart then starts the car.

Slide Projector

A new slide projector, the "Powermatic," is now being offered by Viewlex, Inc. According to the manufacturer, the new unit brings complete automation to the slide projector field.

The projector is said to have a number of exclusive features. There is a built-in room light control which turns the lights off when the unit is turned on. Remote control permits changing slides from across the room. An automatic timer can be set to operate at any interval up to 60 seconds and automatically show the slides without any further effort on the part of the operator, it is said.

The 500 watt illumination provides excellent viewing, and a special shutter gate



Containing a number of automatic features, this is a new slide projector that can be used to help the theatre operator in his exploitation program.

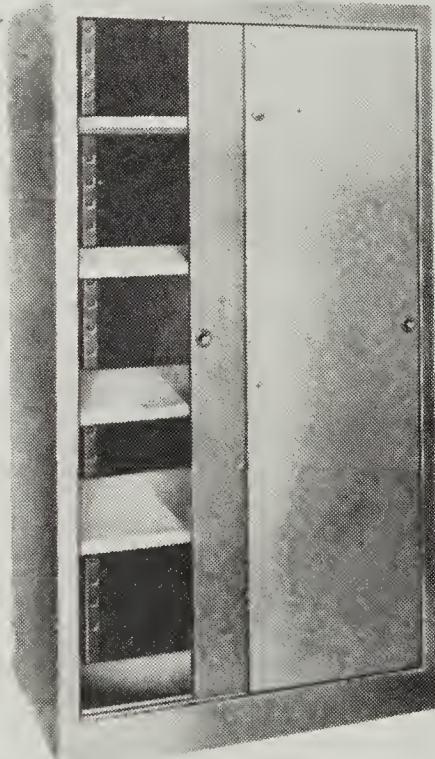
prevents eye strain, it is claimed, by automatically changing slides without visible movement or "white flash" on the screen.

This projector comes in two-tone brown and tan, with slip-on aircraft luggage type case and tuckaway cord compartment.

Sliding Door Cabinet

A new line of sliding door cabinets is now being produced by the Precision Equipment Company. These cabinets are suitable for use as record storage space, supplies, theatre tickets, etc. Theatre managers, who have very small offices, as is the case in many theatres, will be able to use these cabinets in narrow locations since the doors slide, and nothing swings out.

The sliding doors run on over-head suspended nylon rollers. Made of heavy gauge steel, this cabinet has one shelf



Theatre men with small, narrow offices should be interested in these sliding door cabinets that can be used for storing tickets, records, etc.

welded in place for extra rigidity, it is said, and the other two shelves may be placed in wedge slots where desired. No tools are required for adjusting the shelves. The built-in flat key lock is separate from the modern-design chrome handles.

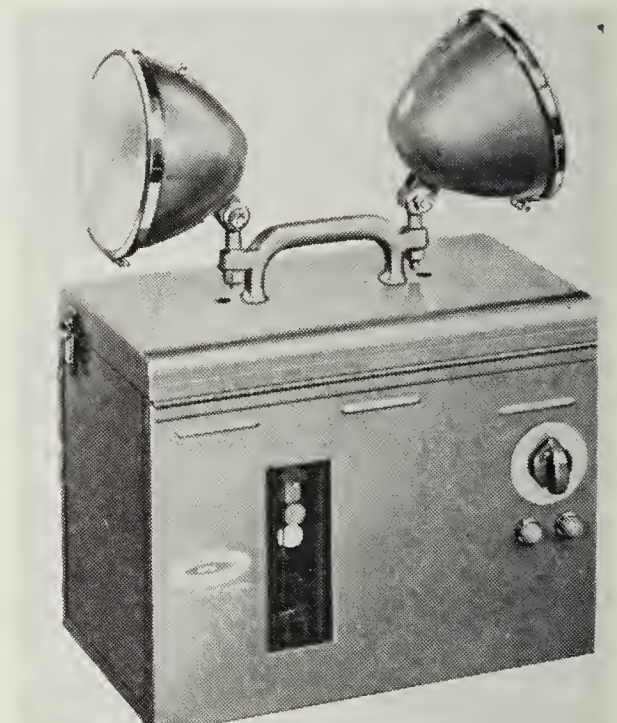
Glass Batteries

A new addition to the Big Beam emergency light group features a series of five heavy duty, long-lasting glass jar batteries, it was announced by the U-C Lite Manufacturing Company.

The glass batteries are available in a spread starting at 100 ampere hours, and ranging down to 80, 40, 30, and 25 ampere hours.

The new series includes trickle charge, fast charger with automatic timer, indicating lights and visible specific gravity discs in batteries. The one-size container accommodates all live batteries.

A new remote mounting light head calculated to increase the utility scope of the emergency lights has also been introduced, it was revealed. A typical application is to mount case and one light in the stairwell on one floor and remote heads in stairwell on two other floors.



Glass batteries are found in this new series of emergency lights. These long-lasting batteries are for heavy duty use and come in five models.

WANT FURTHER INFORMATION ON NEW PRODUCTS

SHOWN IN THIS ISSUE?

LIST ITEMS.....

.....
.....
.....

ISSUE OF NOVEMBER 7

WITHOUT CHARGE OR OBLIGATION PLEASE SEND
ADDITIONAL INFORMATION ON ABOVE ITEMS

NAME.....

THEATRE

ADDRESS.....

CITY, STATE.....

MOTION PICTURE EXHIBITOR
246-48 N. CLARION ST., PHILADELPHIA 7, PA.

Scope Of Product Line Demonstrated By NTS

NEW YORK—National Theatre Supply, world's largest supplier of theatre equipment, showed a wide variety of products from their line of over 18,000 items at the Motion Picture Industry International Trade Show held at New York's Coliseum, recently.

In addition to Simplex projection and sound equipment and Simplex drive-in speaker equipment, the new Simplex curved film gate was demonstrated. This gate, which was recently developed by the General Precision laboratories and is being manufactured by the International Projector Corporation, is designed to lengthen print life and increase uniformity of focus. It is available for both new Simplex XL mechanism and as a field modification of XL's in service.

A cut-proof all steel seat bottom received a great deal of attention from visitors. Called the Texteel Nocut seat bottom, it is woven of alloy steel wire that cannot be broken, cut or damaged in any way. It is comfortable, cool, and gives the appearance of a finely woven cane-bottom chair seat. The Texteel No-cut seat is said to make an ideal replacement cushion for seats in sections where seat-cutting and other damage is common. An enthusiastic reaction was given to an admission control system for drive-in theatres. This was developed for National Theatre Supply by the General Register Corporation as a fool-proof method for controlling admissions and ticket-issuing at entrance booths.

National also exhibited a two by one ticketing system for indoor theatres. This system includes a two part perforated ticket with each ticket numbered in sequence for checking against cash register receipts. The tickets have holes punched in them so that they slip onto a rod and remain in sequence. Additional products featured were: Hertner Transverters, Bevelite plastic sign letters, Spatz theatre paints, Walker screens, Selby drive-in screen towers, and Excellite projection arc lamps.

Ryder Leaving Paramount Post

HOLLYWOOD—Loren L. Ryder, chief of the Paramount sound and engineering department since 1929, announced last week that he would vacate his position with that studio as soon as his successor is properly briefed on the operation.

Ryder will devote his full time to his own organizations, Ryder Sound Service, Inc., and Magnetic Sales Corporation.

George D. Dutton was named as Ryder's replacement. He has been with Paramount for 28 years. For the past 15 years Dutton has been re-recording supervisor in the sound department.

Altec Tax Head Switched To West Coast Plant

NEW YORK—According to an announcement by H. M. Bessey, executive vice-president of Altec Companies, Inc., C. R. Rininsland senior tax accountant long associated with the New York headquarters of the organization, has been transferred to the west coast manufacturing plants of Altec Lansing Corporation, Beverly Hills, Cal.

IN BACK OF
EVERY SALE IS
30 Years
EXPERIENCE!

The only way to grow in this industry is to 'do right' by your customers. This means many things. It means whole-hearted integrity of service . . . sincere advice . . . and never overselling! It means constantly searching out new and better products . . . careful investigation before recommending them . . . and adapting successful experiences of other theatres to benefit your individual needs. And it means quick, dependable attention to even the smallest needs of all theatres . . . regardless of size!

National is the only nation-wide equipment and supply organization serving the motion picture industry exclusively. Every equipment or supply need your theatre could possibly use can be found in the more than 18,600 different articles available through National. But we like to feel that National has grown because it has always tried to 'do right' by you. Call your National man and see for yourself why it's important to get 30 years experience with every transaction!

NATIONAL THEATRE SUPPLY

Branches Coast-to-Coast



Your Guarantee OF CONSISTENT QUALITY

AND OUTSTANDING SERVICE

Safety First

(Continued from page PT-7)

Obviously, each theatre will differ somewhat from other theatres and a quick study should be made to see just where the danger spots are in a given establishment.

Once records have been compiled, hazards can be removed. Of course, many safety measures can be taken without waiting for the dividends of a record system. They are dictated by common sense, or the advice of an experienced safety inspector. Periodic inspections should be made to see that safeguards are in place. Sometimes investigation will show that new and better methods should be used.

Safety Tips

Here are some of the trouble spots to watch and correct:

Outside Areas

1. Be sure there are no tripping and stumbling hazards in the sidewalks or parking areas.
2. Keep sidewalks and entrance free of water, ice, snow and refuse.
3. "A" frame signs in lobby or at sidewalk entrances should be secured against overturning by the wind, by children, or by pressure of the crowd.
4. Periodically check fire escapes for loose or rusted parts. Report defective panic-bars.
5. When the theatre is open, see that exit areas are not obstructed and that padlocks are removed from gates.

Lobby

1. Rubber runners and mats used in



Typical First-Aid Kit Suitable for Use in Theatres



**Superior Design,
Construction and
PERFORMANCE**

far greater
strength and
SAFETY!

AMERICAN
Approved
**PLAYGROUND
AND SWIMMING
POOL EQUIPMENT**

The wise choice of experienced
buyers for nearly half a century.

WRITE FOR LITERATURE

AMERICAN
PLAYGROUND DEVICE CO.
ANDERSON, INDIANA, U. S. A.

WORLD'S LARGEST MANUFACTURERS OF FINE
PARK, PICNIC, PLAYGROUND, SWIMMING
POOL AND DRESSING ROOM EQUIPMENT

- the lobby should not curl at the edges and present tripping hazards.
2. Sand urns for discarded cigarettes should be placed in a position that will not be hazardous.
3. Install sturdy barriers to keep patrons standing in unrestricted areas of the lobby or mezzanine from blocking exit lanes.
4. Lobby doors should be unlocked and unobstructed at all times when the theatre is open to the public.
5. Keep lobby floors clean and dry as possible. When anything is dropped, pick it up immediately.

Auditorium

1. Report all torn, ripped or loose floor coverings for immediate repair.
2. Report any chairs that are not securely fastened to the floor.
3. If sidewalk, stair, passageway, aisle, or exit lights burn out, repair at once.
4. If chair is unsafe, rope it off from arm to arm for full depth of seat and report conditions immediately. Watch out particularly for splinters.
5. See that fire extinguisher holders are securely fastened to wall. Check fire fighting equipment regularly.
6. Ushers should give special attention to aged persons, cripples, children, and particularly to women with children in their arms. Take them to their seats and do not extinguish flashlight until patron is seated.
7. Wet rest room floors are slipping

hazards. See that they are kept dry. Mezzanine and Balcony

1. The placing of clothing, bottles, umbrellas, candy boxes, etc., on balcony rails from which they may fall, should be prohibited.
2. Loose parapet guard rails should be reported at once.
3. Defective nosings, treads, and hand-rails on stairs should be replaced or reported at once.

No matter how good the safety program may be, there will always be some accidents. And it is important to be prepared when these accidents do occur.

Be Ready For Accidents

In case of a serious injury or illness to a patron or employee, a doctor should be summoned immediately. However, most injuries that are likely to occur in a theatre are of a minor nature that can be treated readily by employees trained in first aid.

When a patron is injured, the usher should immediately inform the management. The usher should assist the injured person out of the auditorium to a dressing room or other room where first aid can be administered.

The larger theatres often have regular first aid rooms with attendants. In the smaller ones, there may be only first aid kits. But all theatres should have a list of doctors and hospitals which they can call in emergency cases.

First Aid Kit

The question arises as to what type of
(Continued on page PT-16)

Unusual Booth Equipment For New Todd-AO Film

	Around the World in "80 Days" Installation	Cinerama	VistaVision	CinemaScope	Standard 35MM
Screen Aspect Ratio	2:1	2:1	1.66:1	2.34:1 to 2.55:1	1.33:1
Screen Size	Height 28' Width 56'	26x52 Average Inst.	20x37 Average Inst.	14x36 Average Inst.	16x24 Varies with Theatre Size
Rate of film travel frames per second	30	26	24	24	24
Screen Curvature Depth of Screen Curve	13.1 feet	13.5 ft. Average Inst.	None flat	Flat. And shallow curve to maximum of 3.5 ft.	flat
Print Size	70MM which is equivalent to 3.5 times film area of 35MM film	3 35MM prints	35MM	35MM	35MM
Maximum camera angle in photography	128°	136°	75°	75°	47°
Sound	6 channel magnetic. For either separate or composite prints	6 channel magnetic. Separate only	1 channel optical	1 channel magnetic, 1 channel optical or 4 channel magnetic	1 channel optical

NEW YORK—Opening at the Rivoli last month, the Michael Todd production of "Around The World In 80 Days," filmed in the Todd-AO process, was enthusiastically received by the public and press, with the technical excellence of the presentation given considerable attention.

The following information and chart, furnished by the Michael Todd Company, Inc., gives some of the technical data about the equipment used in the theatre:

There is said to be a screen illumination of 30 foot lamberts across 68 per cent of the screen, which is 28 feet high and 56 feet wide. Cinerama, it is claimed, has an average illumination of 17 foot lamberts. The Society of Motion Picture and Television Engineers is hoping to establish a standard of 13.5 foot lamberts for screen illumination.

The reason for this increase in light is reported to be largely due to the use of a Gretner arc lamp made in Switzerland. According to Joe Tritsch, technical supervisor for Michael Todd Company, the lamp is using over 60,000 lumens for the showing of "Around The World," at the Rivoli. Under ordinary circumstances, this extra light output would cause the film to buckle or scorch under the corresponding great increase of heat. However, the additional heat is negated by a patented refrigeration process that pours a jet of air 30 degrees below zero on both sides of the film surface. This refrigerated "air envelope" process was recently developed by Tritsch. A water cooled lens holder is also employed.

Tritsch said that at the present time this Swiss arc lamp does not have a practical application for the average indoor or drive-in theatre. Included among the reasons Tritsch cited were the excessive cost of installation, the very high operating costs, and the large amount of auxiliary equipment that must be used in conjunction with the lamp. However,

the Michael Todd organization felt that this special road show presentation warranted the extra expense.

The negative size used in the cameras during the filming of "Around The World," was 65mm. wide. Composite prints with the sound tracks are 70mm. wide. The maximum camera angle in photography was 128 degrees. The first Todd-AO designs were 146 degrees but Dr. O'Brien, then head of the Institute of Optics, together with Todd, decided that the most agreeable angle for sustained peripheral vision is 128 degrees.

The sound, unlike some systems which depend on the number of channels and

Key New RCA Post For Jack O'Brien

CAMDEN, N. J.—J. F. ("Jack") O'Brien, has been appointed manager, Northeastern region, Radio Corporation of America, it was announced by R. W. Saxon, director of RCA regional operations.



JACK O'BRIEN

Formerly manager, theatre and sound products department, RCA commercial electronic products, O'Brien now becomes principal company executive in the northeastern region and will work closely with customers, distributors, and field sales representatives on policies and problems relating to sales and merchandising of all RCA and RCA Victor products. He will make his headquarters in Boston.

In his former post, O'Brien was responsible for the planning, marketing, and sales of numerous broad RCA product lines, including theatre, industrial, and scientific equipment, film-recording apparatus, sound equipment, and industrial television systems.

O'Brien, in 1954, was honored with RCA's highest citation for salaried employes, the RCA Victor Award of Merit. He received the award for planning and leadership which enabled RCA to meet the needs of the motion picture industry for wide-screen film-projection equipment, and stereophonic sound systems.

horns, in which the sound emanates directly from the object instead of horns, is a result of a dubbing console which is capable of handling 96 positions, it is claimed. This system is a refinement of the Reeves sound system developed originally for Cinerama. Five speakers are used behind the Rivoli screen, and a group of 19 surround in the auditorium.

NEW EPRAD "HUM-DINGER" In-The-Car Speaker!

- ★ Rugged Fiberglas Case
- ★ Attractive Molded-In Colors
- ★ Fits Most Junction Boxes
- ★ Small Size (6¾" x 4-5/16")
- ★ IMMEDIATE DELIVERY

\$3.95

See Your Independent Supply Dealer



"The Voice of the Drive-In"

1208 CHERRY STREET, TOLEDO 4, OHIO



Improved Projection Goal Of New Century Curved Film Trap And Gate

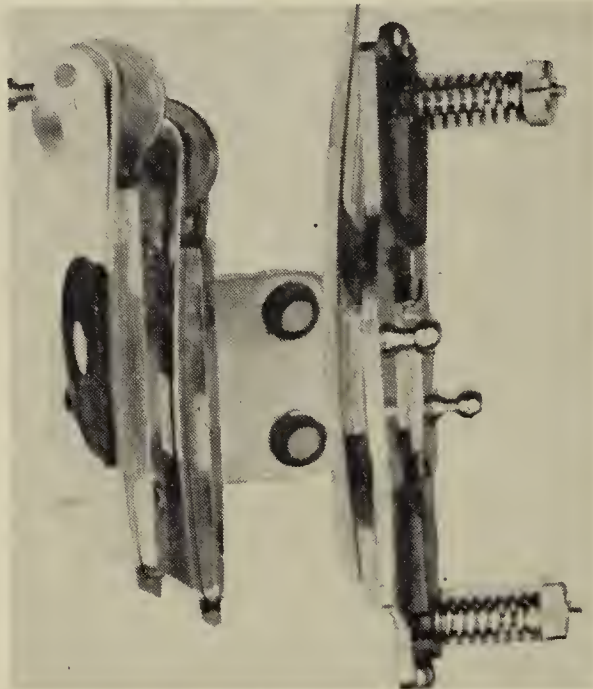
NEW YORK—Modern projection with increased arc lamp power has demanded a better way to support the film during the projection cycle. (That time while the film is stationary in the aperture and the shutters of the projector are open.)

Since comprehensive studies were made on the effect of high intensity arcs upon 35mm. film projection by Dr. E. K. Caver, Talbot and Loomis, of Eastman Kodak, and reported at the Fall meeting (1952) of the Society of Motion Picture Engineers, the Century Projector Corporation has carried on considerable investigation into ways and means of reducing these effects. This has been a continuing study as projection systems were developed for the Waller Gunnery Trainers, Cinerama, Paramount Horizontal Vista-Vision and more recently the 20th-Fox 55mm. projectors.

All of these studies pointed directly to the need of a method to stabilize the film while it was subjected to the intense heat of the focused spot of the arc lamp.

The introduction by Century approximately six years ago of aperture plates which were cooled by water and designed to eliminate all heat from the film prior to projection and wash off the accumulated heat from the projection cycle as quickly as possible resulted in a definite improvement of the picture while it was being projected.

Century has now done something to improve the stability of the film during the projection cycle. This is the introduction of Century curved film trap and gate. As the photograph shows this new film trap and gate is not unlike the standard Century design. It is however curved from top to bottom. This curve has been carefully calculated so that the "normal" film curl has been eliminated and the tendency of the film to buckle



Century curved film trap and gate.

under heat has been reduced.

The curve over the height of the aperture is not enough to cause any focusing difficulty, and as a matter of fact there has been an improvement in the top to center to bottom focusing when using short focus high speed lenses. This secondary advantage is almost as important as that of overcoming the original problem of in-and-out-of-focus from film buckle.

Century Projector Corporation believes that the improvement in picture quality when using the Century curved film trap and gate makes it almost a must for those theatres having trouble in holding focus caused by higher powered arc lamps. Its use in average theatres will certainly result in improved definition especially when using shorter focal length lenses.

The combination of a water cooled aperture plus the curved film trap and gate results in as good projection as is possible within the limits of commercial film projection in motion picture theatres, according to Century.

The new curved film trap and gate can be easily installed in any Century projector now operating in any theatre without additional machining, drilling or tapping holes of special tools, it was said.

First Aid

(Continued from page PT-14)

a first aid kit a theatre should have. First aid kits should always be tailored to the type of injuries that are likely to occur. A survey of a theatre's accident records will provide the background information needed in order to select medications.

Fortunately there are available unit first aid kits that provide dressing and treatment in an individual unit for one-time use only. These unit kits have many advantages. Materials can be maintained in a sanitary condition, there is no deterioration of the materials or dressings during periods of infrequent use, and there is more likely to be a sufficient quantity and wide assortment of bandages.

Unit first aid materials are packaged in three standard size stock cartons, a

Huge New Marquee Brightens B & K House

CHICAGO—The largest theatre marquee installation in the last 25 years, a beautiful, flashing electrical display of great and impressive beauty, has been completed for the Balaban and Katz United Artists, in the Chicago Loop.

Over 60 tons of steel went into the fabrication and construction of this show-piece. Over 8,000 feet of neon tubing were used and 10,000 incandescent and slimline lamps are used to light it.

It took more than 800 square feet of translucent glass for the background of the sign. Approximately 40,000 feet of wire were utilized and over 200 k.w. of electricity are consumed. The top of the sign rises 50 feet above the sidewalk, the letters in "Balaban and Katz" are 10 feet in height.

One of the earliest theatres in the Loop and a famous stage show house, the United Artists has kept pace with the passing of time.

Texas Twin Opens

SAN ANTONIO—The city's 19th drive-in, the San Antonio Twin Outdoor Theatre, opened recently just north of U. S. Highway 90 on Loop 13. It is the city's first double screen ozoner, with screens designed and built by Stout Jackson to withstand the force of 140 mile-per-hour winds. The theatre is also the city's largest, with accommodation for 1,200 cars.

The situation includes an enclosed mechanized playground for children with slides, swings, tilt-a-whirl, ferris wheel, merry-go-round, and other equipment, and an attendant constantly on duty. The drive-in also has a cafeteria-type snack bar and a restaurant where table service is available for patrons who may watch the show as they dine.

The theatre is owned and operated by Bob G. Otwell, San Marcos, Tex. H. T. Wales, former manager, Rigsby Drive-In, is manager.

single unit size and two multiples of that size. This permits a wide choice of dressings and other materials to fit in any selected kit.

Kit sizes and combinations of dressings and other contents are determined by the number of persons to be protected, with consideration given to the nature and frequency of the injuries likely to be encountered.

Items To Carry

Some of the items that might well be in theatre first aid kit are:

- Burn ointment
- Triangular bandage
- Tourniquet
- Ammonia inhalant
- Wire splint
- Gauze and adhesive tape in various sizes
- Gauze compresses
- An accepted antiseptic
- Boric acid solution
- 1 pair Bandage scissors
- 1 pair Splinter forceps
- Cotton
- First aid book

Need DECORATION or REMODELING?

(2900 Theatres Do)

NOVELTY'S **NEW LOW COST** DECORATING PLAN FOR LARGE OR SMALL THEATRES MAKES IT EASY TO **SPRUCE UP!**

- COMPLETE DECORATING
- DRAPERIES
- STAGE CURTAINS
- WALL COVERINGS
- CURTAIN TRACKS and CONTROLS

Write Now for Free Estimate

NOVELTY SCENIC STUDIOS, Inc.

TRafalgar 6-0800

432 E. 91st STREET, NEW YORK 28, N. Y.
37th Year of Superior Theatre Decorating

The Shorts Parade

(Ratings: E—Excellent; G—Good; F—Fair; B—Bad. Complete listings of the rest of the 1954-55 shorts product will be found on pages 4208, 4209, and 4210 of the Pink Section, another regular service of MOTION PICTURE EXHIBITOR. The number opposite each series designates the total announced by the company.—Ed.)

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed in Pink Section
Columbia					
TWO REEL COMEDIES ALL-STAR (6)					
8411	(Sept. 15)	One Spooky Night (Clyde).....	F	16m.	4035
8412	(Oct. 27)	He Took A Powder (Quillen-Vernon).....	F	17m.	4036
8413	(Nov. 24)	Hook A Crook (Besser).....	F	16m.	4074
8414	(Feb. 23)	Come On Seven (Quillen-Vernon).....	F	16 1/2m.	4137
8415	(Mar. 22)	Army Daze (Besser).....	F	16 1/2m.	4137
8416	(Apr. 26)	Andy Goes Wild.....	F	16m.	4137
ASSORTED FAVORITE REPRINTS (6)					
8421	(Sept. 8)	Honeymoon Blues (Hugh Herbert).....	F	17m.	4035
8422	(Nov. 10)	The Jury Goes Round 'N' Round (Vague).....	F	18m.	4064
8423	(Dec. 15)	Should Husbands Marry? (Herbert).....	F	17m.	4074
8424	(Feb. 2)	Black Eyes and Blues (Roscoe Karns).....	G	16 1/2m.	4114
8425	(Mar. 15)	Reno-Vated (Vague).....	F	18 1/2m.	4137
8426	(May 17)	Get Along Little Zombie (Hugh Herbert).....	F	17m.	4221
1956-57 (6)					
1421	(Sept. 20)	Clunked in the Clink (Vague).....	F	16m.	4246
1422	(Oct. 18)	When the Wife's Away (Hugh Herbert).....	F	17m.	4246
COMEDY FAVORITE RE-RELEASES (6)					
8431	(Oct. 13)	Pardon My Lump Chop (Schilling & Lane).....	B	17m.	4064
8432	(Dec. 1)	Radio Romeo (VonZell).....	F	17 1/2m.	4074
8433	(Dec. 29)	Wedlock Deadlock (deRita).....	G	16m.	4075
8434	(Mar. 1)	Microspook (VonZell).....	F	16m.	4137
8435	(Apr. 12)	Flung By A Fling (Schilling & Lane).....	F	16m.	4161
8436	(June 21)	Socks Appeal (Glove Slingers).....	F	17 1/2m.	4177
1956-57 (6)					
1431	(Oct. 11)	Scooper Dooper (Sterling Holloway).....	F	18m.	4246
CINEMASCOPE MUSICAL TRAVELARKS (Technicolor)					
8441	(Feb. 16)	Wonders of Manhattan.....	E	16m.	4075
8442	(Apr. 20)	April In Portugal.....	E	20m.	4137
1956-57					
(.....) Wonder of New Orleans....					
(.....) Wonder of Washington ...					
SERIALS					
8120	(Sept. 22)	The Sea Hound (reissue).....	G	15ep.	4036
8140	(Jan. 6)	Perils of the Wilderness.....	F	15ep.	4103
8160	(Apr. 21)	The Monster And The Ape (reissue).....	F	15ep.	4161
8180	(Aug. 4)	Blazing The Overland Trail.....	F	15ep.	4208
THE THREE STOOGES (8)					
8401	(Sept. 1)	Wham-Bam-Slam.....	F	16m.	4036
8402	(Oct. 6)	Hot Ice.....	F	16 1/2m.	4056
8403	(Nov. 3)	Blunder Boys.....	G	16m.	4074
8404	(Jan. 5)	Husbands Beware.....	G	16m.	4114
8405	(Feb. 2)	Creeps.....	F	16m.	4137
8406	(Mar. 5)	Flagpole Jitters.....	F	16m.	4155
8407	(May 3)	For Crimln' Out Loud.....	F	16m.	4221
8408	(June 21)	Rumpus In The Harem.....	F	16m.	4194
1956-57 (8)					
1401	(Sept. 6)	Hot Stuff.....	F	16m.	4246
1402	(Oct. 4)	Scheming Schemers.....	F	16m.	4246
One Reel CANDID MICROPHONES (6) (Reissue)					
8551	(Sept. 15)	Series 2, No. 3.....	G	10 1/2m.	4043
8552	(Dec. 8)	Series 2, No. 4.....	E	10 1/2m.	4082
8553	(Jan. 12)	Series 2, No. 5.....	E	11m.	4126
8554	(Mar. 8)	Series 2, No. 6.....	F	10 1/2m.	4138
8555	(June 7)	Series 3, No. 1.....	E	10m.	4179
8556	(July 5)	Series 3, No. 2.....	G	10m.	4194
1956-57 (6)					
1551	(Sept. 20)	Series 3, No. 3.....	F	10 1/2m.	4179
CAVALCADE OF BROADWAY (6) (Reissue)					
1951	(Sept. 6)	Cafe Society.....	F	11m.	4179
COLOR FAVORITES (15) (Technicolor) (Reissue)					
8601	(Sept. 1)	Tooth Or Consequences.....	B	6m.	4036
8602	(Oct. 6)	Up 'N' Atom.....	G	6m.	4064
8603	(Nov. 3)	Hot Footlights.....	F	7m.	4075
8604	(Nov. 11)	Rippling Romance.....	F	7m.	4082
8605	(Dec. 8)	Fokey Flotfoots.....	B	6m.	4082
8606	(Jan. 12)	Cagey Bird.....	G	7m.	4115
8607	(Feb. 6)	Boston Beanle.....	G	6m.	4115

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed in Pink Section
8608	(Feb. 23)	Swiss Tease.....	F	6m.	4115
8609	(Mar. 15)	A Peekoolyar Sitcheayshun.....	F	7m.	4138
8610	(Apr. 5)	Phoney Baloney.....	G	7m.	4163
8611	(Apr. 19)	Pickled Puss.....	G	6 1/2m.	4177
8612	(May 10)	The Uncultured Vulture.....	B	6m.	4177
8613	(June 7)	Be Patient, Patient.....	F	7m.	4177
8614	(June 21)	Loco Lobo.....	F	6m.	4194
8615	(July 12)	Woodman, Spare That Tree.....	F	7 1/2m.	4194
1956-57 (15)					
1601	(Sept. 6)	Leave Us Chase It.....	F	6 1/2m.	4247
1602	(Oct. 4)	Topsy Turkey.....	F	6 1/2m.	4247
CINEMASCOPE MAGOOS (Technicolor)					
8751	(Dec. 15)	Magoo Makes News.....	E	6m.	4075
8754	(Mar. 8)	Magoo's Canine Mutiny.....	G	6 1/2m.	4138
8753	(Apr. 19)	Magoo Goes West.....	E	6m.	4138
8754	(May 24)	Calling Dr. Magoo.....	G	6 1/2m.	4221
8755	(June 21)	Magoo Beats The Heat.....	G	8 1/2m.	4183
8756	(July 26)	Magoo's Puddle Jumper.....	E	7m.	4194
1956-57 (10)					
1751	(Sept. 13)	Troil Blazer Magoo.....	E	6m.	4246
1752	(Oct. 18)	Magoo's Problem Child.....	G	6 1/2m.	4246
MR. MAGOO (4) (Technicolor)					
8701	(Oct. 6)	Stoop Door Magoo.....	E	7m.	4037
CINEMASCOPE CARTOON SPECIALS (Technicolor)					
8511	(Feb. 9)	Gerald McBoing-Boing On Planet Moo.....	E	7m.	4115
SCREEN SNAPSHOTS					
8851	(Sept. 22)	Hollywood Bronc Busters.....	G	9m.	4043
8852	(Oct. 20)	The Great Al Jolson.....	F	11m.	4057
9853	(Nov. 17)	Hollywood Premiere.....	G	10m.	4084
8854	(Dec. 15)	Ramblin' Round.....	G	10 1/2m.	4084
8855	(Jan. 19)	Hollywood Goes A-Fishin'.....	F	10 1/2m.	4115
8856	(Feb. 23)	Hollywood Small Fry.....	F	10m.	4138
8857	(Mar. 22)	Hollywood City of Stars.....	F	10m.	4138
8858	(May 3)	Playtime In Hollywood.....	G	10 1/2m.	4224
8859	(June 14)	Mr. Rhythm's Holiday.....	F	9 1/2m.	4183
8860	(July 5)	Fabulous Hollywood.....	G	10 1/2m.	4195
THRILLS OF MUSIC (6) (Reissue)					
8951	(Sept. 22)	Louis Prima and Orch.....	F	10m.	4043
8952	(Nov. 10)	Buddy Rich and Orch.....	F	10m.	4115
8953	(Dec. 22)	Charlie Spivak and Orch.....	G	10m.	4119
8954	(Feb. 9)	Frankie Carle and Orch.....	G	9m.	4126
8955	(Apr. 12)	Miguelito Valdes and Orch.....	G	10m.	4163
8956	(June 14)	Ina Ray Hutton and Orch.....	F	9m.	4177
UFA ASSORTED CARTOONS (4) (Technicolor)					
8501	(Sept. 6)	Christopher Crumpet's Playmate.....	E	7m.	4036
8502	(Dec. 1)	The Rise Of Dutton Lang.....	E	6 1/2m.	4082
8503	(May 31)	The Joywalker.....	G	6 1/2m.	4194
WORLD OF SPORTS					
8801	(Sept. 29)	Stable Stakes.....	G	10m.	4057
8802	(Nov. 10)	Thrilling Chills.....	G	10m.	4088
8803	(Feb. 2)	Swing, Rastlin' 'n Sock.....	G	9 1/2m.	4115
8804	(Feb. 23)	Florida Fin-Antics.....	F	9m.	4138
8805	(Mar. 15)	Navy All American.....	F	9m.	4138
8806	(Apr. 26)	Turf Play.....	F	9m.	4224
8807	(May 24)	Nassau Holiday.....	F	9 1/2m.	4183
8808	(June 21)	Rodeo Dare-Devs.....	F	9 1/2m.	4195
8809	(July 5)	Ten-Pin Wizards.....	F	8 1/2m.	4247
1956-57 (10)					
1801	(Oct. 25)	Asphalt Playground.....	F	9m.	4177
MGM					
THREE REEL CINEMASCOPE SPECIAL (Eastman Color)					
A-801	(Oct. 5)	The Battle of Gettysburg.....	F	30m.	4177
CINEMASCOPE CARTOONS (Technicolor)					
C-831	(Sept. 7)	Muscle Beach Tom.....	G	7m.	4203
C-832	(Sept. 21)	Millionaire Droopy.....	E	7m.	4208
C-833	(Oct. 12)	Downbeat Bear.....	G	7m.	4208
C-834	(Nov. 16)	Blue Cat Blues.....	G	7m.	4208
C-835	(Dec. 14)	Barbecue Brawl.....	G	7m.	4208
GOLD MEDAL REPRINT CARTOONS (Technicolor)					
W-861	(Sept. 28)	Polka Dot Puss (T-J).....	F	8m.	4236
W-862	(Oct. 5)	The Bear And the Bean (B-B).....	G	7m.	4235
W-863	(Oct. 26)	Heavenly Puss (T-J).....	F	8m.	4235
W-864	(Nov. 9)	Bad Luck Blackie (T-A).....	F	7m.	4235
W-865	(Nov. 30)	Cueball Cat (T-J).....	F	7m.	4235
W-866	(Dec. 7)	Senior Droopy (D).....	F	8m.	4235
W-867	(Dec. 28)	Little Rural Riding Hood (T-A).....	F	6m.	4235
Paramount					
CARTOON CHAMPION REISSUES (Technicolor) (12)					
1956-57					
S16-1	(Sept. 21)	Mice Meeting You.....	G	7m.	4235
S16-2	(Sept. 21)	Sock-A-Bye Kitty.....	G	7m.	4236
S16-3	(Sept. 21)	Casper's Spree Under The Sea.....	E	8m.	4235

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed in Pink Section
S16-4	(Sept. 21)	One Quack Mind.....	F	7m.	4235
S16-5	(Sept. 21)	Mice Paradise.....	G	7m.	4235
S16-6	(Sept. 21)	Once Upon A Rhyme.....	G	8m.	4235
S16-7	(Sept. 28)	Hold The Lion Please.....	G	7m.	4235
S16-8	(Sept. 28)	Land Of Lost Watches.....	G	9m.	4235
S16-9	(Sept. 28)	To Boo Or Not To Boo.....	G	7m.	4236
S16-10	(Sept. 28)	As The Crow Lies.....	F	6m.	4235
S16-11	(Sept. 28)	Slip Us Some Redskin.....	G	7m.	4236
S-16-12	(Sept. 28)	Boo Scout.....	G	8m.	4235
CASPER CARTOONS (6) (Technicolor)					
B15-1	(Oct. 21)	Red White And Boo.....	E	6m.	4076
B15-2	(Dec. 23)	Boo Kind To Animals.....	G	6m.	4093
B15-3	(Feb. 10)	Ground Hog Play.....	G	6m.	4125
B15-4	(Apr. 20)	Dutch Treat.....	G	6m.	4171
B15-5	(June 15)	Penguin For Your Thoughts.....	G	7m.	4187
B15-6	(Aug. 17)	Line Of Screamage.....	G	6m.	4187
1956-57					
B16-1	(Nov. 2)	Fright From Wrong.....	F	7m.	4187
GRANTLAND RICE SPORTLIGHTS (6)					
R15-1	(Oct. 7)	Sporting Dogs Afield.....	F	9m.	4068
R15-2	(Nov. 18)	A Nation Of Athletes.....	G	9m.	4115
R15-3	(Feb. 3)	Animal-Sports Quiz.....	F	9m.	4126
R15-4	(Apr. 13)	Winter Wonder Trails.....	F	9m.	4179
R15-5	(Mar. 23)	Carolina Court Champs.....	G	10m.	4179
R15-6	(June 22)	Men Who Can Take It.....	G	9m.	4195
HERMAN AND CATNIP CARTOONS (Technicolor)					
H15-1	(Nov. 25)	Mousleur Herman.....	G	6m.	4095
H15-2	(Feb. 24)	Mouseum.....	G	6m.	4126
H15-3	(June 29)	Will Do Mousework.....	G	6m.	4194
H15-4	(Aug. 10)	Mousetro Herman.....	G	6m.	4241
NOVELTOONS (Technicolor)					
P15-1	(Sept. 30)	Rabbit Punch.....	E	6m.	4076
P15-2	(Oct. 14)	Little Audrey Ridling Hood G.....	E	6m.	4075
P15-3	(Dec. 30)	Kitty Corned.....	G	6m.	4105
P15-4	(Mar. 23)	Sleuth But Sure.....	G	6m.	4171
P15-5	(May 11)	Swab The Duck.....	G	6m.	4187
P15-6	(July 13)	Pedro And Lorenzo.....	F	6m.	4240
1956-57					
P16-1	(Oct. 19)	Sir Irving And Jeomes.....	F	7m.	4240
POPEYE CARTOONS (8) (Technicolor)					
E15-1	(Sept. 30)	Mister And Mistletoe.....	G	6m.	4068
E15-2	(Nov. 4)	Cops Is Tops.....	G	6 1/2m.	4075
E15-3	(Dec. 9)	A Job For A Gob.....	G	6m.	4095
E15-4	(Jan. 13)	Hill Billin' And Cooling.....	G	6m.	4105
E15-5	(Apr. 6)	Popeye For President.....	G	6m.	4171
E15-6	(June 8)	Out To Punch.....	G	6m.	4187
E15-7	(July 6)	Assault And Flottery.....	G	6m.	4240
E15-8	(Aug. 10)	Insect To Injury.....	G	6m.	4240
1956-57					
E16-1	(Oct. 12)	Porlez Vous Woo.....	F	6m.	4240
E1					

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Includes sections for Republic, 20th Century-Fox, and Universal-International.

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Includes sections for WALTER LANTZ CARTUNES, Warners, and BLUE RIBBON HIT PARADES.

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Includes sections for BUGS BUNNY SPECIALS, JOE McDOAKES COMEDIES, and Miscellaneous.

Current releases are available and in which more releases will be scheduled. Information of the following is subject to change, all data is submitted weekly to the particular distributors for their up-to-date checking and correcting, so that it is the latest knowledge available.

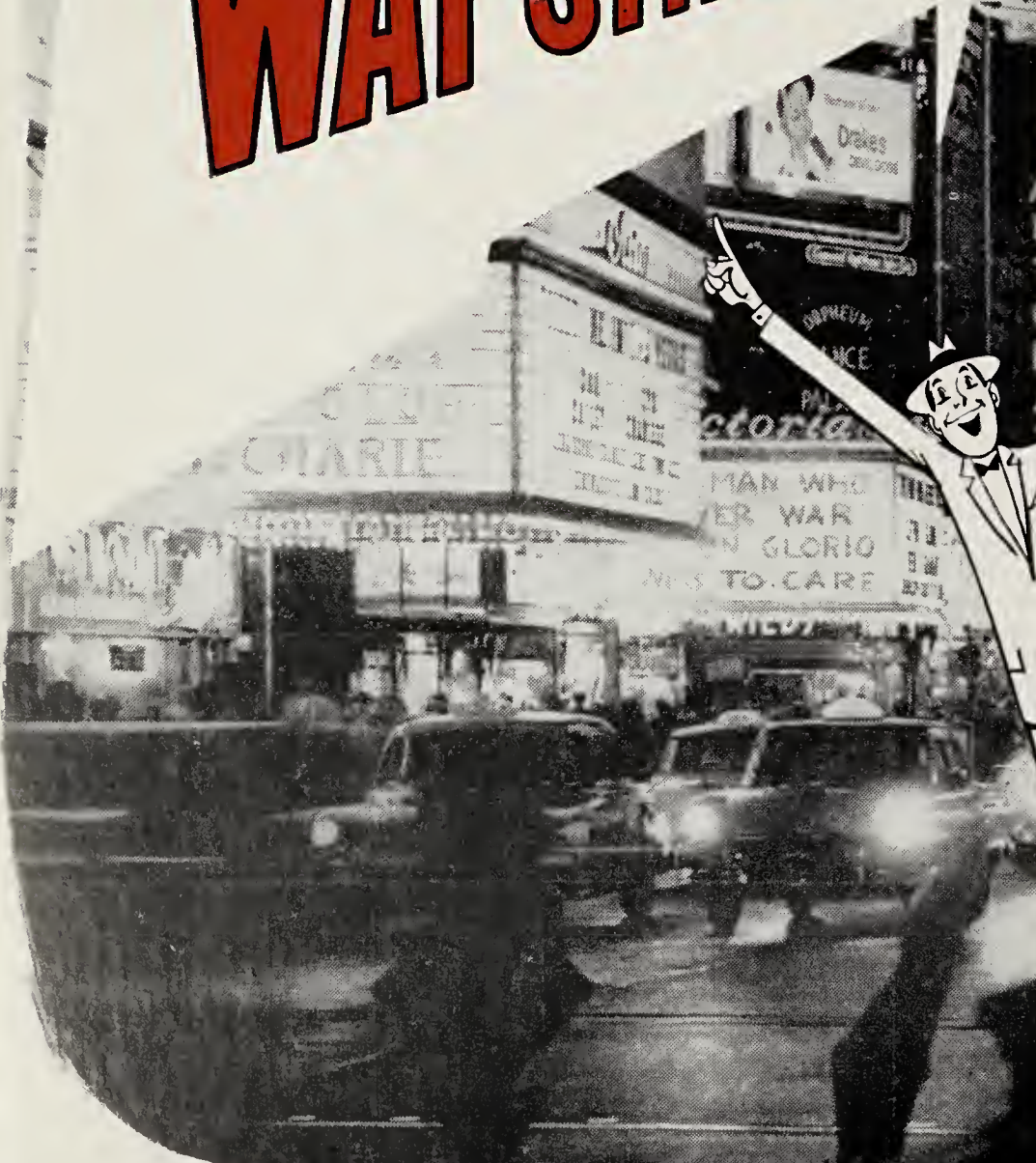
A.A.	COLUMBIA	M.G.M.	PARAMOUNT	R.K.O.	REPUBLIC	20th-FOX	U.A.	UNIVERSAL	WARNERS	MISC.
Thunderstorm (Spanish-made) Linda Christian, Carlos Thompson	Cha-ChaCha Boom! Perez Prado and Orch., Mary Kaye Trio	Annie Get Your Gun (RE-TC) Betsy Hutton	That Certain Feeling (VV-TC) Bob Hope, Eva Marie Saint	King Kong (RE)	Circus Girl (Tricolor) (European made)	Between Heaven And Hell (CS-DC) Robert Wagner, Terry Moore	Gun Brothers (Grand) Buster Crabbe, Ann Robinson	Raw Edge (TC) Rory Calhoun, Yvonne De Carlo	Moby Dick (TC) Gregory Peck, Richard Basehart (Special Engagements)	The Three Outlaws (SS) (Associated) Neville Brand, Alan Hale
Magnificent Roughnecks Jack Carson, Mickey Rooney, Nancy Gates	You Can't Run Away From It (TC) Jack Lemmon, June Allyson	The Fastest Gun Alive Glenn Ford, Broderick Crawford, Jeanne Craiz	The Proud And Profane (VV) William Holden, Deborah Kerr	I Walked With A Zombi (RE)	Zanzabuku (Tricolor)	Rebert Wagner, Terry Moore	Attack (Aldrich) Jack Palance, Eddie Albert, Robert Strauss	I've Lived Before Jack Mahoney, Ann Harding	Seven Men From Now (WC) Randolph Scott, Gail Russell	Lovers And Lollipopps (Trans-Lux) Lari March, Gerald O'Laughlin, Cathy Dunn
Three For Jamie Dawn Richard Carlson, Laraine Day, Ricardo Montalban	Odongo (CS-TC) Rhonda Fleming, Macdonald Carey, Juma	Somebody Up There Likes Me Paul Newman, Pier Angeli	The Proud And Profane (VV) William Holden, Deborah Kerr	Citizen Kane (RE)	The Maverick Queen (Tricolor- Naturama) Barbara Stanwyck, Barry Sullivan	Stagecoach To Fury (RegalScope) Farrell Tucker, Mari Blanchard	Edge Of Hell Hugo Haas, Francesca de Scaffa	Pillars Of The Sky (CS-TC) Jeff Chandler, Dorothy Malone	The Burning Hills (CS-WC) Tab Hunter, Natalie Wood	Fantasia (RE-TC) (Disney) (Buena-Vista)
The First Texan (CS-TC) Joel McCrea, Felicia Farr	Reprisal (TC) Guy Madison, Felicia Farr	Lust For Life (CS-Metrocolor) Kirk Douglas, Anthony Quinn	The Magabond King (VV-TC) Kathryn Grayson, Oreste	The Flying Leathernecks (RE) John Wayne, Robert Ryan, Don Taylor	Thunder Over Arizona (Naturama- Tricolor) Skip Homeier, Kirstine Miller	The Third Man (RE) Joseph Cotten, Orson Welles	The Killers (RE) Burt Lancaster, Ava Gardner	A Cry In The Night Edmond O'Brien, Natalie Wood	The Bad Seed Nancy Kelly, Patty McCormack, Henry Jones, Eileen Heckert	Female Jungle (American-Int.) Lawrence Tierney, Jayne Mansfield
Navy Wife Joan Bennett, Gary Merrill, Shirley Yamaguchi	White Squaw David Brian, May Wynn	Tea And Sympathy (CS-Metrocolor) Deborah Kerr, John Kerr	War And Peace (VV-TC) Audrey Hepburn, Henry Fonda, Mel Ferrer (Made in Italy)	Beyond A Reasonable Doubt Dana Andrews, Joan Fontaine	Lisbon (Naturama- Tricolor) Ray Milland, Maureen O'Hara	Love Me Tender (CS-DC) Richard Egan, Debra Paget, Elvis Presley	The Sleeping City (RE) Richard Conte, Coleen Gray	The Amazon Trader (WC) John Sutton, Marie Fernanda	The Wild Dakotas (Associated) Bill Williams Coleen Gray	The Oklahoma Woman (American-Int.) Richard Denning, Peggie Castle
No Place To Hide (DC) David Brian, Marsha Hunt	Suicide Mission Leaf Larsen	The Opposite Sex (CS-Metrocolor) June Allyson, Ann Sheridan, DeLores Gray	The Mountain (VV-TC) Robert Wagner, Spencer Tracy, Claire Trevor (Made in France)	Finger Of Guilt Richard Basehart, Mary Murphy (English made)	Dakota Incident (Tricolor) Linda Darnell, Dale Robertson, John Lund	The Desperados Are In Town (RegalScope) Robert Arthur, Kathy Nolan	The Unguared Moment (TC) Esther Williams, George Nader	Toward The Unknown (WC) William Holden, Lloyd Nolan, Virginia Leith	Jedda The Uncivilized (EC) (DCA) (Australian-made)	
Hold Back The Night John Payne, Mona Freeman	Ten Tall Men (TC) (RE) Burt Lancaster	The Power And The Prize (CS) Robert Taylor, Elizabeth Mueller	Hollyood Or Bust (VV-TC) Dean Martin, Jerry Lewis							
The Naked Hills (Pathe Color) David Wayne, Marcia Henderson	Rogues Of Sherwood Forest (RE) John Derek									

Canyon River (CS-DC) Geo. Montgomery, Marcia Henderson	To The Ends Of The Earth (RE) Dick Powell	The Iron Petticoat (VV-TC) Bob Hope, Katherine Hepburn (English-made)	The Search For Bridley Murphy (VV) Teresa Wright, Louis Hayward	Tension At Black Rock (TC) Cameron Mitchell, Richard Egan, Dorothy Malone	Daniel Boone, Trail Blazer (Tricolor) Bruce Bennett, Lon Chaney, Jr., Faron Young	Anastasia (CS-DC) (Made in Europe) Ingrid Bergman, Helen Hayes, Yul Brynner	Shark Fighters (Goldwyn, Jr.) (CS-TC) Victor Mature, Karen Steele	The Male People John Agar, Cynthia Patrick	Giant (WC) Elizabeth Taylor, Rock Hudson, James Dean	Frontier Gambler (Associated) John Bromfield, Coleen Gray, Kent Taylor
Strange Intruder Ida Lupino, Edmund Purdom, Ann Harding	The Gamma People (English-made) Paul Douglas	Julie Doris Day, Barry Sullivan, Louis Jourdan, Frank Lovejoy	Hollywood Or Bust (VV-TC) Dean Martin, Jerry Lewis	The Brave One (CS-TC) Michel Ray	A Woman's Devotion (Tricolor) Ralph Meeker, Janice Rule, Paul Henreid	Oklahoma! (CS-TC) Gordon MacRae, Shirley Jones, Gene Nelson	Revolt At Fort Laramie (Bel-Air CS-TC) John Dehner Frances Helm	The Male People John Agar, Cynthia Patrick	The Girl He Left Behind Tab Hunter, Natalie Wood	La Strada (Trans-Lux) Anthony Quinn, Richard Basehart, Giuletta Masina (Italian-made)
Fighting Trouble The Bowery Boys	The Last Man To Hang (English-made) Tom Conway	Boom Town (RE) Spencer Tracy, Clark Gable	The Ten Commandments (VV-TC) (Made In Egypt) (Special Engagements)	Death Of A Scoundrel George Sanders, Yvonne De Carlo	The Man Is Armed Dane Clark, May Wynn	The True Story Of Jesse James (CS-Color) Robert Wagner, Jeffrey Hunter, Hope Lange	Tiger By The Tail (Canyon) Larry Parks, Constance Smith	The Male People John Agar, Cynthia Patrick	The Girl He Left Behind Tab Hunter, Natalie Wood	Secrets Of Life (TC) (Part CS) (Buena Vista) (Disney)
Calling Homicide Bill Elliott	Rumble On The Docks James Darren	The Rack Paul Newman, Wendell Corey, Anne Francis	Three Violent People (VV-TC) Charlton Heston, Anne Baxter	Bundle Of Joy (EC) Eddie Fisher, Debbie Reynolds	Above Us The Waves John Mills	Black Whip (CS) Hugh Marlow, Coleen Gray	The King And Four Queens (Russ-Field) (CS-DC) Clark Gable, Eleanor Parker	The Male People John Agar, Cynthia Patrick	The Girl He Left Behind Tab Hunter, Natalie Wood	Westward Ho, The Wagons (CS-TC) (Buena Vista) (Disney) Fess Parker
Yaqui Drums Rod Cameron, Mary Castle	The Seventh Calvary Randolph Scott	The Tale Of Two Cities (RE)	The Rainmaker Burt Lancaster, Katharine Hepburn	Public Pigeon No. 1 (TC) Red Skelton, Vivian Blaine, Janet Blair	Scandal, Inc. Robert Hutton, Paul Richards, Patricia Wright	Three Brave Men (CS) Ray Milland, Ernest Borgnine, Diane Jergens	The Peacemaker (Makalim) James Mitchell, Rosemarie Bowe	The Male People John Agar, Cynthia Patrick	The Girl He Left Behind Tab Hunter, Natalie Wood	It Conquered The World (American-Int.) Peter Graves, Beverly Garland
The Cruel Tower John Ericson, Mari Blanchard	Zarak (CS-TC) Victor Mature, Anita Ekberg, Michael Wilding (Made in Morocco)	Mari Antoinette (RE)	Fear Strikes Out (VV) Anthony Perkins, Norma Moore	The Silken Affair David Niven, Genevieve Page (English-made)	Man In The Vault William Campbell, Anita Ekberg		Gun The Man Down (Morrison- McLaglen) James Arness, Emilie Meyer	The Male People John Agar, Cynthia Patrick	The Girl He Left Behind Tab Hunter, Natalie Wood	The She Creature (American-Int.) Chester Morris, Marla English
High Terrace Dale Robertson, Lois Maxwell, Derek Bond	Don't Knock The Rock Billy Haley and his Comets							The Male People John Agar, Cynthia Patrick	The Girl He Left Behind Tab Hunter, Natalie Wood	
Blonde Sinner Diana Dors (English-made)								The Male People John Agar, Cynthia Patrick	The Girl He Left Behind Tab Hunter, Natalie Wood	
Friendly Persuasion (TC) Gary Cooper, Dorothy McGuire, Marjorie Main								The Male People John Agar, Cynthia Patrick	The Girl He Left Behind Tab Hunter, Natalie Wood	

NOW IN GENERAL RELEASE

ABOVE: CS—CinemaScope, DC—Deluxe Color, EC—Eastman Color, RE—Reissue, SS—Superscope, TC—Technicolor, VV—VistaVision, WC—WarnerColor—Name of country, other than U.S.A., indicates import

**BROADWAY
IS 20TH'S ONE-
WAY STREET!**



ROXY

NEXT ATTRACTION!

anastasia

CINEMASCOPE • COLOR by DELUXE

starring INGRID BERGMAN

YUL BRYNNER • HELEN HAYES

PARAMOUNT

NOVEMBER 15th!

love me tender

CINEMASCOPE

starring RICHARD EGAN • DEBRA PAGET

and introducing ELVIS PRESLEY

MAYFAIR

NOVEMBER 2nd!

RODGERS and HAMMERSTEIN present

oklahoma!

CINEMASCOPE

starring GORDON MacRAE • GLORIA GRAHAME

SHIRLEY JONES • GENE NELSON

CHARLOTTE GREENWOOD • EDDIE ALBERT

JAMES WHITMORE • ROD STEIGER

Color by TECHNICOLOR • A Magna Production

GLOBE

NOVEMBER 16th!

teenage rebel

CINEMASCOPE

starring GINGER ROGERS • MICHAEL RENNIE

introducing three stars of tomorrow

BETTY LOU KEIM • WARREN BERLINGER • DIANE JERGENS

LOEW'S STATE

NOW!

***between heaven
and hell***

CINEMASCOPE • COLOR by DELUXE

starring ROBERT WAGNER • TERRY MOORE

BRODERICK CRAWFORD

VICTORIA

4 WEEKS ON BROADWAY!

***the best things
in life are free***

CINEMASCOPE • COLOR by DELUXE

starring GORDON MacRAE • DAN DAILEY

ERNEST BORGNINE • SHEREE NORTH

MOTION PICTURE

EXHIBITOR

NOVEMBER 14, 1956 VOLUME 57 NUMBER 3
IN TWO SECTIONS • THIS IS SECTION ONE



***We Give Our Page to
An Exhibitor's Wife***

editorial

**20th-Fox Plans
55 For 1957**

(page 7)

**NFS Sets Up
New Haven Depot**

(page 8)

AND FEATURING: EXTRA PROFITS

Jack Foxe, top, Loew's Capitol, Washington, and Edward F. Meade, Shea's Buffalo, Buffalo, wound up in a dead heat and will share UA's big \$750 Showmanship Sweepstakes award on "Alexander The Great."





"Darling, is it
true what they
say about THE
OPPOSITE
SEX?"

M-G-M presents in CinemaScope and METROCOLOR • JUNE ALLYSON • JOAN COLLINS
DOLORES GRAY • ANN SHERIDAN • ANN MILLER in "THE OPPOSITE SEX" • co-starring Leslie
Nielsen • Jeff Richards • Agnes Moorehead • Charlotte Greenwood • Joan Blondell • Sam Levene • and

*"Yes, dear, we're
a success—
and in blushing
Color, too!"*



Guest Stars: Harry James · Art Mooney · Dick Shawn · Jim Backus · with Bill Goodwin · Screen
Play by Fay and Michael Kanin · Adapted From a Play by Clare Boothe · New Songs: Music by
Nicholas Brodzky · Lyrics by Sammy Cahn · Directed by David Miller · Produced by Joe Pasternak

(Available in Magnetic Stereophonic, Perspecta Stereophonic or 1-Channel Sound)



WE GIVE OUR PAGE TO MRS. WALTER BRADLEY OF NELIGH, NEBRASKA

WHILE WE HAVE BECOME accustomed to the scores of letters that greet each weekly issue of MOTION PICTURE EXHIBITOR, and while we take pride in them as reflecting a devoted readership that far exceeds cold circulation comparisons, every now and then a letter arrives that, due to its very simplicity and genuineness, makes us pause. The following letter is such a one. It is carried completely and without alteration to a word so that all serious intentioned industry executives can share with us this typical thinking of a small town theatre operator, with a life, and every waking moment, invested in "movie business."

When Mrs. Bradley wrote this letter and air mailed it to us on Oct. 31, we are quite certain that she never expected it to receive such industry prominence and importance. No one will be more surprised than she when she opens this particular issue. So, without further ado, we give our page to Mrs. Walter Bradley of the New Moon Theatre and the Starlite Drive-In, Neligh, Nebraska:

"Trying to make ends meet, in this business nowadays, is a major problem in our area. There is the continual battle with the film companies to get the cost of the films down to where we can at least break even. And, now, to read that some of the distributors are changing their policies and will allow no more adjustments, is something that will be pretty hard to take.

"I'll admit that it takes a lot of doing to get the credits that are due us from some companies, but the news came to us today that the one company that has always been the fairest to us is now the one who is changing their policy.

"Just what are they trying to do to the small exhibitor? I wonder if it ever occurs to them that the motion picture industry is the only business in the world in which the retailer of the product is not supposed to make a profit. In fact, they try every means possible to see that the greater percentage of all profit gets back to them.

"In our theatre we have a high overhead which is legitimate, but as one salesman said, they won't even consider overhead costs as having any bearing on what the exhibitor is entitled to keep. Regardless of his views, that overhead is there, and unless it can be figured in as part of our expense, we might just as well lock the theatre up and go fishing.

"Last December, my husband suffered a heart attack, and I have had to run our two theatres with his help from the side lines. After going through ten months of these so called 'hassels' with the film companies, trying to fight for what we honestly have coming, it is surprising that Walter didn't have a heart attack long before this. How he could stand the trials and tribulations of being an exhibitor, for darned near 35 years, is beyond me.

"My father was J. C. Jenkins, who traveled for the old EXHIBITORS HERALD for many years, but I can't remember that he had trouble with the film companies when he was an exhibitor here in Neligh. It just seems to me that the distributors at that time were interested in seeing that the small town exhibitor got the breaks. How times have changed! To put it bluntly, one salesman told me that his

company didn't care whether our theatre could keep open or not. That seems to reflect the attitude of several of the companies at this time.

"How this all will end is anybody's guess. You'd think that if there was any heart or consideration in this business, the film companies would cooperate with those of us who are having tough sledding right now. But it looks like that is wishful thinking on our part, unless a miracle of some kind happens.

"We feel that perhaps a solution could be reached if the executives of the film companies could and would understand the problems of the small exhibitor. However, when any meetings are held, only the managers of the city theatres are invited. The 'little guy' has no way of presenting his problems and is not considered in any way. If the district managers would go out in the territory, and have a heart to heart talk with the exhibitors in small towns, I feel sure that they would have a different view on how their product should be sold to us.

"I realize that their greatest source of revenue is from the city theatres; but, after all, we are part of the industry, and it doesn't look fair to us to be treated as though we just don't mean a thing to the industry.

"After you spend as many years as we have in the theatre business, it is pretty discouraging to have the feeling that you are going to be squeezed out, and your efforts have been in vain.

"I can remember when the percentage pictures were few and far between, and always were 'super colossals'. Not any more! Now, it seems like the percentage pictures are decidedly the vogue; and you are expected to sit here and like it. We don't object to percentage pictures, if the gross is enough that you get your fair share of profit. Of course, the salesman assure you that they will 'take a look' at the grosses, and 'you won't be hurt'. Well, some of them do that! They 'take a look' and that's the last you hear about it.

"After reams of correspondence with the local film office, and after you have tried desperately to get the promised reduction, you are informed that 'the home office' will not allow them to do a thing about it. Just WHO and WHERE is this 'home office'? I have a burning desire to make a personal call on the 'home office' and find out if they realize they are being blamed for the rough treatment that is being dished out to the small towns.

"And here is another thing! Why, oh why, can't the film companies just now and then produce a picture that appeals to small town audiences? Pictures like 'TOY TIGER', and 'HIGH SOCIETY' give you such a good feeling after you have seen them, and you leave the theatre with the satisfaction of an evening well spent. Since 'BLACKBOARD JUNGLE', all the companies have felt that pictures dealing with juvenile delinquency were a must in their future releases. We have sat through scenes with switch knives, reckless driving, murders and gang wars, and after an evening of that, you come out of the theatre worn to a frazzle.

"We are just waiting for the producers to 'see the light' and get off the beaten track of horror and crime stories, and we are hoping that they'll surprise us, and come up with some pictures that are good clean entertainment. That'll be the day when we'll get all our former movie fans back in the theatres again.

"This, my friend, is one exhibitor's wife's opinion of the film industry. Take it for what it's worth. (Which, undoubtedly, will be nothing.)

"Regardless of all my squawks, we hope to continue in this business, for it is the one business we know. We just hope we can hang on until business conditions improve, and we won't have to battle so hard for our bread and butter.

"I can dream, can't I?"

And so, Mrs. Bradley, there is your letter! More than 10,000 copies of it are searching out the reading time of

both "the brass" of this industry, in Hollywood and New York, and in each of the branch distribution centers, and of the "little guy" about whom you speak. No one can predict the reaction or the answers it will encourage.

Naturally, we can't do this with each of the letters we receive. But maybe this opinion from "one exhibitor's wife" will get deserved attention when the opinions of hundreds of exhibitors are ignored.

TAX BUCK, TAX BUCK, WHO'S GOT THE TAX BUCK?

A RATHER INTERESTING BIT of mathematics was dropped on our desk by a theatre friend. It is his contention that he hasn't been able to notice much difference in his "take home" income, even though the maintenance of his old gross admission price, after the Federal 10 per cent admission tax was removed, has naturally increased his gross on the same patronage volume. Knowing that Uncle Sam's major interest in deleting this tax was in the continuing-to-close theatres, he asked his auditor to prepare a chart based on his old admission price of 50 cents, plus five cents tax, or a total of 55 cents. What he wanted were actual totes on how the former partnership of himself, the distributor, and Uncle Sam had split the 55 cents; and how the current partnership of himself and the distributor, with Uncle Sam out of it, now split the same 55 cents.

Here is what he got:

For the sake of visual neatness his auditor ran all totes on the basis of per-1000-admissions. Under the former tax, at a straight 30 per cent film rental, the \$550 was split \$350 to the theatre, \$150 to the film distributor, and \$50 to Uncle Sam. At a straight 40 per cent film rental, the \$550 was split \$300 to the theatre, \$200 to the film distributor, and \$50 to Uncle Sam. Under the current identical admission price, but with the tax removed, at a straight 30 per cent film rental, the \$550 is now split \$385 to the theatre (\$35 more), and \$165 to the film distributor (\$15 more). And at a straight 40 per cent film rental, the \$550 is now split \$330 to the theatre (\$30 more) and \$220 to the film distributor (\$20 more). So a goodly portion of the tax abatement has gone into increased film prices.

But, now let's suppose that this theatre, instead of playing straight percentage, has some deals based on orthodox sliding scale (where the theatre keeps as profit only the same percentage of the film rental as the per cent relationship of film rental to gross). Let us also suppose that it has a weekly overhead of \$500, so that its overhead unit is \$50, and that in four playing time units it grossed the same \$550 as above. Here is where the tax abatement really increases film prices. Under such a scale, a \$550 gross subject to the old tax would earn a 42 per cent film rental and would therefore be split \$290 to the theatre (\$200 overhead plus \$90 profit), \$210 to the film distributor, and \$50 to Uncle Sam. Under the same scale, a current \$550 gross without the tax would earn a 44 per cent film rental and would therefore be split \$308 to the theatre (\$200 overhead plus \$108 profit), and \$242 to the film distributor.

And that is what had made our theatre friend so bug eyed. He knew that Uncle Sam had, in effect, given him \$50 for every \$500 or gross, but it was all slipping through his hands except \$18. And should he play one of the current "block busters" and do an unusually heavy gross as a result of still further increased admission prices, the slide will continue to move and he'll keep less and less.

Talking about this to some of our film distributor friends, it seems that some of the larger circuits and more careful film buyers have taken care of this by reestablishing the playing time units, whether based on overhead or on gross. But most have not.

So, if your "take home" hasn't increased, this may serve as a lead on where to look.

THE DEATH OF A PIONEER

No HISTORY of the motion picture industry will be complete without giving ample space to the career and accomplishments of Louis W. Schine, whose recent death shocked his many friends and industry associates.

In a nearly 40 year association with his brother, J. Myer Schine, the giant Schine Circuit of theatres spanned the eastern states of New York, Ohio, Kentucky, Maryland, and Delaware to become one of the largest of the industry's independent enterprises. Always bullish on America's future, they further expanded into the hotel

business where they have owned and operated some of the nation's finest resort establishments, and into the field of radio broadcasting. And through all of this activity, Louis always managed to find time for, and to serve well, every industry, civic, religious, and community drive of known merit.

As a personal friend, and as an associate in many an industry activity down through the years, we join his family and his host of friends in this tribute to a real pioneer.

May he rest in peace!

Jay Emanuel

now!

EVERYBODY
EVERYWHERE

can play
rodgers and
hammerstein's



OKLAHOMA!

IN THE WONDER OF

CINEMASCOPE

color by **TECHNICOLOR**

at popular prices!



BROADWAY GROSSES

(As of this Monday)

Veterans' Day Helps

NEW YORK—Leading the Broadway first-run parade last weekend were the Roxy, Mayfair, and Victoria. The Veterans' Day holiday (Monday) gave most another long week-end and was of considerable theatre help.

According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the breakdown was as follows:

"The Girl He Left Behind" (Warners). Paramount (\$45,000)*—Third, and last, week was down to \$27,000.

"Giant" (Warners). Roxy (\$40,000)—Fifth week was still clicking off giant business with \$100,000 in sight. Thursday through Sunday accounted for \$69,000. Ice show on stage.

"Friendly Persuasion" (Allied Artists). Radio City Music Hall (\$144,000)—Thursday through Sunday hit \$90,000, with the second week sure of \$142,000. Usual stage show.

"War And Peace" (Paramount). Capitol (\$49,000)—The 12th, and last, week was down to \$23,000.

"Dakota Incident" (Republic). Globe (\$14,800)—Only \$10,000 expected on the first and only week.

"Oklahoma!" (20th-Fox). Mayfair (\$15,000)—CinemaScope engagement continued at merry pace with \$26,000 claimed for the second week.

"The Bad Seed" (Warners). Astor (\$29,000)—Dropped to \$14,000 on the ninth, and last, week.

"The Solid Gold Cadillac" (Columbia). Victoria (\$20,400)—Smooth riding at \$27,000 on the third session.

"Death Of A Scoundrel" (RKO). Loew's State (\$28,700)—\$20,000 claimed for the first week.

*Figures in parentheses are 1955 weekly averages based on MOTION PICTURE EXHIBITOR reports.

TOA Seeks SBA Revisions

NEW YORK—Philip Harling, Theatre Owners of America committee representative, said last week that this organization would seek revisions and legislative changes so that Small Business Administration could help motion picture exhibitors by making "business loans for all purposes," including mortgages.

He said that TOA seeks to "educate" the SBA to the needs of exhibitors and if "we can't secure any assistance from the agency, then we will seek legislative assistance."

20th-Fox Slates Production Surge With 55 Features Planned For '57

NEW YORK—Spyros P. Skouras, 20th-Fox president, last week outlined plans for an unprecedented 1957 production program calling for a schedule of 55 pictures in a 12-month period starting next April. The vast majority of the productions will be presented in CinemaScope and Color by DeLuxe. This vote of confidence in the future of motion pictures will mark the greatest product activity for the company in over 20 years.

The 20th product included in this expanded production schedule by producers, are:

Buddy Adler—"Anastasia," directed in Europe by Anatole Litvak and co-starring Ingrid Bergman, Yul Brynner, and Helen Hayes; "Heaven Knows, Mr. Allison," co-produced with Eugene Frenke, directed by John Huston, and starring Deborah Kerr and Robert Mitchum; "A Hatful of Rain," directed by Fred Zinnemann; "The Diary of Anne Frank," "The Jean Harlow Story," and "Solo." Charles Brackett—"The Wayward Bus," "A Tree Grows In Brooklyn," directed by Walter Lang, and "Lord Vanity." Nunnally Johnson—"Oh Men! Oh Women!," starring Ginger Rogers, Dan Dailey, David Niven, Barbara Rush, and Tony Randall; "Three Faces of Eve," and "The Wandering Jew." Philip Dunne—"Ten North Frederick." Henry Ephron—"The Desk Set," directed by Walter Lang and starring Katherine Hepburn and Spencer Tracy; "A Certain Smile," and "Can Can," directed by Henry King. Samuel G. Engel—"Boy On A Dolphin," in CinemaScope 55, directed by

Jean Negulesco, starring Clifton Webb, Alan Ladd, and Sophia Loren; "Bernardine," and "Fraulein." Frank Tashlin—"The Girl Can't Help It," starring Jayne Mansfield, Tom Ewell, and Edmond O'Brien, and "Will Success Spoil Rock Hunter." Eugene Frenke—"The Townsend Harris Story." James Mason will produce and star in "Jane Eyre" and "High Wind In Jamaica." Dick Powell—"Getaway" and "The Enemy Below." Herbert B. Swope, Jr.—"Three Brave Men," directed by Philip Dunne and co-starring Ray Milland and Ernest Borgnine, and "The Bravados." David Weisbart—"The Way To The Gold" and "Brandy For Heroes."

Also preparing productions for the 20th release schedule are a number of outstanding independent producers, who are readying top-quality pictures for 20th distribution. They include Darryl F. Zanuck—"Island In The Sun," directed by Robert Rossen and starring James Mason, Joan Fontaine, Dorothy Dandridge, Michael Rennie, Joan Collins, and Harry Belafonte, and "The Sun Also Rises," being produced by Walter Reisch, directed by Henry King, and starring Dan Wynter and Robert Stack. Jerry Wald—"Peyton Place," "The Turn Of The Screw," "Jean Christophe," "The Sound And The Fury," "The Hardhats," "Kiss Them For Me," and "Down Payment." David O. Selznick—"A Farewell To Arms," starring Jennifer Jones. Rodgers and Hammerstein—"South Pacific," filmed in both CinemaScope and Todd-AO and directed by Joshua Logan.

(Continued on page 21)

The NEW YORK Scene

By Mel Konecoff



SO THERE YOU ARE: Allen Reisner, veteran TV director, recently completed his first production for RKO, "The Day They Gave Babies Away," and he likes the leisurely method of production on the coast so much that he will try to duck the comparative rat-race of TV. It seems he used to turn out a full length dramatic show every two weeks for TV's "Climax," and he now realizes that this was a hectic-type operation. He'd like to shuttle back and forth between pix and TV.

The above-mentioned film was presented on TV some time ago for free, and despite this, he didn't think that the boxoffice on the film would be affected. It seems that the theatrical version is longer, better developed, and in color. If it is as good as most people seem to think, audiences will turn out. Of course, if it turns out to be a dog, you're dead, sez he. Can the TV network show their version again prior to theatrical release or does RKO control the property, lock, stock, and barrel? No one seemed to know the answer to this one.

Reisner carried many TV techniques into his making of the film such as two weeks of rehearsal on the order of a stage play, which avoided wasting lots of time discussing scene after scene on stage while the cameras and everybody else waits; shooting longer scenes; shooting with editing in mind; exposing less film, etc. The director also acts as producer and editor which is why a number of picture makers are so successful, he believed.

He paid tribute to Bill Dozier and RKO for showing a willingness to experiment and to allow freedom of expression to talent both in front of the cameras and behind same. He has a three-year contract with RKO for one film per year.

OPERATION LOPERT: Ilya Lopert, picture-maker, distributor, exhibitor, announced: (1) A scheduled trip to Russia has been called off because of world conditions. (2) He will make two films next year, one in England next March in association with

(Continued on page 21)

I N D E X

VOLUME 57, NUMBER 3 NOVEMBER 14, 1956
SECTION ONE

EDITORIALS	4
THE NEW YORK SCENE	
BY MEL KONECOFF	7
THE INTERNATIONAL SCENE	20
SHOWMANSHIP SWEEPSTAKES	22
EXTRA PROFITS	EP-1—EP-8

SECTION TWO

THE SERVICSECTION	SS-1—SS-8
(The Pink Review Section)	

Distributors Line Up With NFS In New Haven

Clark Firm Will Handle 11 Majors Out Of Single Joint Depot; Move Hailed As Economical, Efficient

NEW YORK—A revolutionary industry step was made public yesterday (Nov. 13) when James P. Clark, president, National Film Service, Inc., confirmed rumors that had been circulating for months by announcing that 11 major distributors have turned over backroom work to NFS, operating out of a single joint depot in New Haven.

Clark said that NFS two months ago had started construction of the \$500,000 building which will contain modern sales offices for each company, in addition to a central shipping and handling area. This is the first time film handling will be done by one organization in a single, modern building for all major distributors.

The major distributors whose backroom work will be handled by NFS include Allied Artists, Buena Vista, Columbia, MGM, Paramount, Republic, RKO, 20th-Fox, United Artists, Universal-International, and Warners. Most of the distributors have already leased office space in the building.

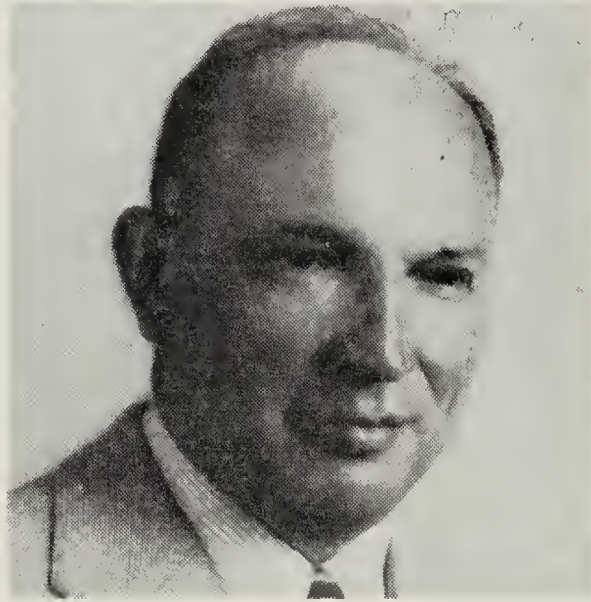
Clark stated that in taking this step, NFS has made "a giant stride forward in our program to expand our physical handling service to include all distributors of the industry. We believe that in the New Haven operation, with all the distributors under one roof for the first time, we will effect economies that are far beyond the expectations of even the most ardent supporters of joint operations," he stated. NFS' New Haven depot will be housed in a modern, 35,000 square foot, two-story, fully air-conditioned building.

Clark said that, for the first time, the center of the industry would be in a new suburban area, similar to the sites of other national industries. The site is a choice location, one block from new department stores, housing, and other developments in suburban Hamden, Conn. Eight thousand square feet on the first floor of the building have been set aside for offices, while the remaining space will be occupied by the NFS shipping and handling facilities. About 100 persons will work in the building, including NFS' own staff, and personnel employed by the distributors in their front offices.

NFS will maintain its own local office in the building, and, as is the case in all 32 other depots across the country, this staff will also do the billing and collection work for Buena Vista, Walt Disney's distributing organization.

Clark, who revealed the story at a press conference at the "21" restaurant here, together with Chester M. Ross, executive vice-president of National Film Service, and Ira S. Stevens, general manager, called the opening of the joint exchange "the beginning of the end of the archaic distribution methods which have been strangling the motion picture industry for the past 10 years.

"In the days of nitrate film it was necessary for exchanges to be far removed



LOUIS W. SCHINE

Decca Earnings Up

NEW YORK—Consolidated net earnings of Decca Records, Inc., for the nine months period ended Sept. 30, including the company's share of undistributed earnings of its subsidiary, Universal Pictures Company, Inc., amounted to \$2,917,379, equal to \$1.82 per share on 1,602,501 outstanding shares of capital stock.

In the corresponding period of 1955, Decca reported earnings of \$2,410,264, equal to \$1.50 per share on the same number of shares outstanding.

Kintner Joins NBC

NEW YORK—Robert E. Kintner was last fortnight elected an executive vice-president of National Broadcasting Company effective Jan. 1, 1957. He recently resigned from the presidency of American Broadcasting Company.

He will serve on the NBC executive council in the capacity of coordinator of color activities and expansion.

from desirable commercial locations because of the dangers involved in handling this highly-inflammable material. Those days are long gone, and it's no longer necessary for film companies to have their offices and exchanges in undesirable locations.

"It's even less necessary with the centralized film handling facilities NFS is able to offer. Under the NFS setup, the front rooms can be completely divorced from physical handling operations. Sales offices can be located in modern, attractive surroundings with much lower rents. Savings in real estate alone make NFS attractive to distributors. Now, they need not build, buy or lease entire buildings, whose location and layout make them suitable only for film handling, thus cutting down on resale value. Instead, the only overhead is the cost of renting a suite of offices."

He pointed out that while every customer of NFS has shaved distribution costs at least 10 per cent, the consolidated operation "should lead to even greater economy in addition to the money saved in leases, personnel losses, and other overhead expenses which the distributors will no longer have to bear."

L. W. Schine, Leading Exhibitor, Dies In N. Y.

GLOVERSVILLE, N. Y.—Louis W. Schine, a leading exhibitor, secretary and treasurer of Schine Enterprises, operators of theatres in New York, Ohio, Kentucky, Maryland, and Delaware, died last week at Presbyterian Hospital, Harkness Pavilion, New York City, where he was confined for the past five weeks. He was 63 years old.

Schine was born in Germany. A pioneer motion picture exhibitor, he joined his brother, J. Myer Schine, in the theatre business in 1917 when they acquired the Hippodrome, Gloversville. Soon after entering the motion picture business, Louis W. Schine enlisted in the United States Army and served in World War I. After the war he returned to Gloversville, and the Schine Brothers started on an expansion program. From the beginning of one theatre in Gloversville in 1917, the Schine Enterprises grew to one of the largest independent theatre circuits in this country.

Shortly after President Eisenhower's inauguration, Schine was invited to a White House luncheon with a selected group of exhibitors for a discussion on Korean relief. His activities were not confined to the theatres. The Schine interests entered into the hotel field in 1944, which include the Ambassador, Los Angeles; the Roney Plaza, McAllister, and Gulf Stream, Florida; Northampton, Northampton, Mass.; the Queensbury, Glen Falls, N. Y. Louis Schine was also an officer of the Patroon Broadcasting Company, operators of radio station WPTR, Albany.

He was one of the founders of the Jewish Community Center of Gloversville, and served as its president and more recently as a member of the board of directors. He was chairman of the Fulton County United Jewish Appeal, and was also a member of the Gloversville Community Chest Allocation Committee.

During World War II he was upper New York State chairman of the New York State Motion Picture War Activities Committee, and actively participated in all the war bond drives. He served several times as area chairman for the motion picture industry March of Dimes Campaign. He was also a member of the Tuberculosis Seals Committee, and was motion picture theatre area chairman for 1956 Brotherhood Week. He was an active member of the Motion Picture Pioneers, the Theatre Owners of America Association, and Variety Clubs International. He was a member of the Harold Silnot Post of the American Legion of Gloversville, the Eccentric Club of Gloversville, Pine Brook Country Club, the Lotos Club of New York, and Keneseth Israel Synagogue of Gloversville.

Schine leaves his wife, the former Martha Rubin, a son, Donald, also residing in Gloversville, a daughter, Mrs. Ross Higier of Gloversville, a brother, J. Myer Schine, president of the Schine Enterprises, and five grandchildren.

"Jubilee" Effort Heads MPAA Boxoffice Aids

NEW YORK—Following a meeting last fortnight at the Harvard Club, the Motion Picture Association of America's business building coordination committee okayed a west coast suggestion for a "Golden Jubilee" program for the industry in 1957 in which merchandising and promotional ventures will be employed to revitalize the boxoffice.

Reports from Roger H. Lewis, Paul N. Lazarus, Jr., and Robert S. Taplinger on the west coast attitude toward the MPAA's six-point program were heard. A complete report is being prepared by the studio advertising-publicity heads in Hollywood on the "Golden Jubilee" program, it was said.

The MPAA committee referred back to the ad-publicity sub-committee on merchandising and promotion headed by Alfred H. Tamarin the proposal on staging of the "Oscar Sweepstakes." The plan will be further developed and strengthened so that it can be launched next year in conjunction with the Academy Awards, it was said.

Discussions were held on the industry market survey and on the advertising billings proposal, a report on which is being prepared by Gil Golden for presentation to the west coast committees studying these projects.

Stock Notes

WASHINGTON—The Securities and Exchange Commission announced last fortnight that Jack Warner sold back to the company in September 50,000 shares of Warners stock and that a trust account he controls sold another 12,000. This reduced his personal holdings to 147,999 shares, and the trust holdings to 1,400 shares.

Albert Warner was reported as having sold back to the issuer 2,500 shares, while a trust he controlled sold another 4,000 shares. At the end of the month, his holdings were reduced to 12,000 shares, and the trust holdings to 2,700 shares.

Y. Frank Freeman reported buying 1,100 shares of Paramount Pictures common, increasing his holdings to 4,400 shares.

Herbert D. Lazarus sold 1,000 shares of American Broadcasting - Paramount Theatres common, reducing his ownership to 500 shares.

MGM, Panavision In Lens Deal

HOLLYWOOD—Robert E. Gottschalk, president, Panavision, Inc., last fortnight announced the completion of a \$250,000 contract with MGM whereby the studio acquired the first of Panavision's photographic lenses and allied optical equipment for 65mm. photography. This calls for a screen credit agreement and an exchange of patent rights and a stipulation concerning further lens orders and optical developments.

While the contract was being worked out, MGM's production, "Raintree County" continued shooting the past six months with lenses and equipment loaned by Panavision.

Gottschalk said the new Panavision lenses produce a screen image superior to any yet demonstrated in the wide-screen process.

Exhibitors In Questioning Mood As Allied Dallas Convention Nears

Pinanski Exhibition Plan Mullied By Sales Heads

NEW YORK—The exhibition plan recently advanced by Sam Pinanski, president, American Theatres Corporation, Boston, which urged utilization of outlying theatres in "growth areas" for opening pictures at the same time and at the same price as downtown theatres was being "given consideration" last fortnight by distribution sales executives.

Some were reported as seeing in it a "future" certainty. The plan was received with mixed reactions, however, by exhibitors.

Disney Europe Post Awarded To Havas

NEW YORK—Michael Havas has been appointed general manager of Walt Disney Productions for the United Kingdom and continental Europe, it was announced last week by Roy O. Disney, president, Walt Disney Productions.



HAVAS

The appointment of Havas, who will operate under Ned Clarke, foreign sales manager, takes effect Dec. 3. He will headquarter in Paris.

Havas is slated to supervise the entire European distribution setup of Walt Disney product, both in the theatrical and television fields. He will be in over-all charge of Walt Disney Film Distributors, Ltd., in the United Kingdom, and he will also supervise the release of Disney product through the established independent distributing organizations on the continent.

In his newly-created post, he will have under his supervision the activities of the present Disney sales personnel; Cyril Edgar, general sales manager for Walt Disney Productions in the United Kingdom; Wally Feignoux, sales representative in Paris; and Leo J. Horster in Munich, sales representative for Germany and Austria.

For the past eight years, Havas has been Latin-American sales supervisor for RKO. Prior to that he was RKO European sales manager.

New Pact For Schenck

NEW YORK—It was reported last week that Nicholas M. Schenck, honorary chairman, Loew's, Inc., board of directors, will receive a new contract with the company following the expiration of his current pact on Dec. 13.

He now receives \$2,250 per week, but his present contract, entered into when he was president of the company, provided for more than that.

WASHINGTON—Abram F. Myers, National Allied general counsel, announced last fortnight that high on the agenda at National Allied's Dallas convention on Nov. 27-29 will be discussions on the part to be played by theatremen in regaining lost audiences, the MPAA business building plans, film and film rentals, etc.

Myers said that exhibitors have received help at regional meetings in the solution of some of their operation problems, but have realized that many difficulties transcend the exchange areas and that relief must be national in scope.

Their queries, he stated, "demonstrate the concern of exhibitors, not only as regards their immediate situations, but as regards the business in general."

Questions needing answers, according to Myers, include "Are exhibitors on the job?" "MPAA plans, COMPO, and arbitration," and "Film and Film Rentals."

"The discussion at regional gatherings," said Myers, "shows that many exhibitors are deeply concerned as to whether they are doing their full share in pulling the business out of the slump. Some have been attending theatres in their own towns and elsewhere. They gained some ideas and found a lot of fault—with the other fellow's operations. But the important thing is that they are no longer merely thinking about cleanliness, good projection, good sound, comfort, and courtesy."

The Allied general counsel observed, "The MPAA plans for stimulating theatre attendance have been so recently announced and in such bare outline that little is known about them. However, deep interest has been expressed in the development. For one thing, there is gratification that the film companies at long last are taking cognizance of the box-office depression and are indicating a willingness to join with the exhibitors in doing something about it."

"Still the greatest concern of exhibitors," said Myers, "is film and film rentals. This accounts for the tremendous popularity of the Allied film clinics."

Myers said the Dallas convention will be a tribute to Colonel H. A. Cole, Texas, on the occasion of his retirement as an active exhibitor leader after 35 years of service.

Charity Campaign Launched

HOLLYWOOD—Jerry Lewis, campaign chairman, at a rally held last fortnight at the Beverly Hilton Hotel, reported that \$881,923 had been subscribed to the Motion Picture Permanent Charities by 17,779 industry and allied industry workers during the first week of the campaign.

Executives and executive producers, department heads, talent guilds, and corporations reported contributions of \$448,215 from 4,274 donors.

Labor's executive committee, embracing studio crafts of AFL, and independent unions and guilds, announced 13,505 donors contributing \$393,708.

Lewis said he was sure the campaign would over-subscribe last year's \$1,161,000.

MPAA Names McCullough To Head Foreign Film Advisory Program

NEW YORK—Eric Johnston last week announced the appointment of John B. McCullough as director of the MPAA Foreign Film Advisory Program formerly handled by Taylor Mills prior to his appointment as MPAA public relations director. McCullough will also continue as director, MPAA Technical Services Division.

The Foreign Film Advisory Program, inaugurated by Johnston in 1948, is designed to further friendly relations between the American film industry and the film producers and distributors of foreign countries. Its purpose is to help and guide them in the marketing of their product in the United States, reflecting the desire of the member companies of the Association to cooperate with the producers and distributors of other countries. This service has been widely subscribed to over the years by representatives of most of the film-producing countries throughout the world.

Included among the Association's services have been the arranging of screenings to which foreign film distributors are invited; supplying information of U. S. customs requirements and taxes; state and municipal censorship; the U. S. motion picture industry's Production Code; and all other problems involved in bringing feature pictures into the United States.

Distributors have also been supplied with current lists of independent foreign film distributors in the U. S. and lists of theatres especially interested in showing foreign films. All of these services have been provided free of charge to foreign film distributors and producers.

Court Hears "York" Suit

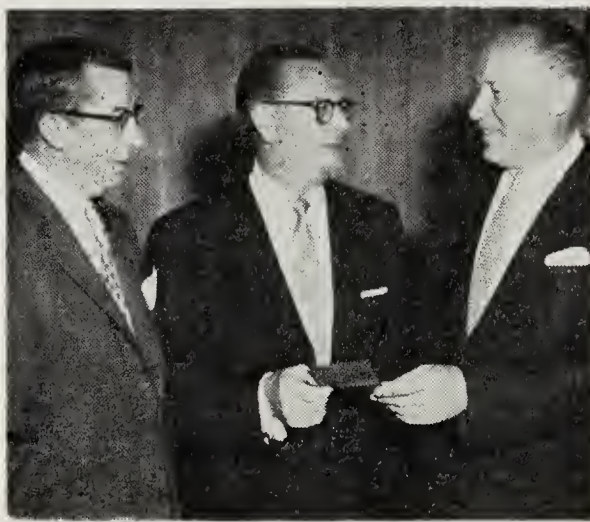
WASHINGTON—The U. S. Supreme Court last week announced it would hear the appeal of Bessie and Jessie L. Laskey against decision of the U. S. Tax Court and Ninth Circuit Court of Appeals that earnings from sale of their interest in profits from "Sergeant York" were ordinary income rather than capital gains. Involved is a Bureau of Internal Revenue tax deficiency claim of nearly \$450,000.

The high court, at the same time, reported that it would not hear the case of Melrose Realty Company, Yorktown, Elkins Park, Pa., which claimed Loew's, Inc., and other film companies allegedly violated an agreement with the realtor's tenant when they shared runs with another theatre in the immediate area. The high court thus reaffirmed a lower court ruling that a non-operating landlord cannot sue for damages.

Pathe Ups Hein

NEW YORK—Leonard Hein has been upped to supervising editor of Pathe Pictures, Inc.'s film editorial department, it was announced last week by Ben Frye, president. Hein has been associated with Pathe since 1928, when he started as an office boy with the then Pathe Exchange.

In addition to his new duties, Hein will continue as managing editor of Pathe Pictures, Inc.'s "News Magazine of the Screen."



Edwin F. Zabel, center, who started in show business 31 years ago and worked himself up to general manager, Fox West Coast Theatres, was congratulated upon his recent retirement by Elmer C. Rhoden, president, National Theatres, Inc., parent company, as John B. Bertero, left, president, Fox West Coast Theatres, looked on.

Island Giveaway For "Hut"

NEW YORK—MGM has completed arrangements with 15,000 travel agents in connection with the promotion of "The Little Hut," produced by F. Hugh Herbert and Mark Robson in London, Rome, and Jamaica, and to be released by MGM early next year.

As part of the tie-up of MGM, in conjunction with the Pacific Area Travel Association, the winner of a limerick contest will be awarded an island named Ava-Ava, part of the Crown Colony of the Fiji in the Pacific Ocean. It is completely habitable, with a furnished "Little Hut." The contest starts Feb. 15, 1957.

Loew's Acquires Part Ownership Of KMGM-TV In Film Library Deal

Selznick Films Unhurt By Television Exposure

HOLLYWOOD—The results of a test by producer David O. Selznick, theatre operator Mauri Schwarz, and the Arthur Jacobs public relations firm on the showing of two Selznick feature films, "Bill Of Divorcement" and "Intermezzo," at a San Francisco art theatre after showing on television were divulged last week.

It was said that the films did better business than any previous first-run picture at the house, with one exception, during the first two weeks of their showing, and dropped to a break even status on the third week. The weekly grosses were \$2,800, \$1,600, and \$1,250.

The slogan, "You saw it on TV, now see it in its entirety," was used to advertise the TV exposed films, and audiences seemed to be responding.

NT's Zabel Retires, Enthusiasm Undimmed

LOS ANGELES—Edwin F. Zabel, who started in show business as a doorman at the old Manchester 31 years ago and became a vice-president and general manager, Fox West Coast Theatres, last week prepared to take a long vacation. In recognition of his long service, Zabel was presented with a lifetime gold pass at a farewell reception attended by 150 fellow executives and employees of the company's home offices here.

But his retirement failed to dim Zabel's enthusiasm for theatre business. He said, "The American people will always regard movies as their number one entertainment buy. As long as Hollywood seeks out the best screen techniques and its producers turn out good pictures, I am confident that the film industry will always have a healthy future."

Referring to Zabel's retirement, Elmer C. Rhoden, president, National Theatres, Inc., parent company of Fox West Coast, declared, "Eddie's experience and counsel have been of great value to our company, his leadership has been a stimulus to the men who have worked with him, and his friendship through the years has been treasured by all of us."

Among those gathered to bid farewell, besides Rhoden, were John Bertero, president, Fox West Coast Theatres, and Alan May, treasurer, National Theatres.

Brylawski Heads MTOA

WASHINGTON—Metropolitan Theatre Owners Association last week named A. Julian Brylawski its president for the 34th consecutive year.

Other officers named at the annual meeting were Marvin Goldman, first vice-president; Joseph Bernheimer, second vice-president; Harry Bachman, secretary; and Lloyd Wineland, treasurer.

NEW YORK—Charles C. "Bud" Barry, vice-president in charge of Loew's television division, last week announced that Loew's, Inc., and United Television, Inc., owners of Minneapolis television station KMGM-TV, have concluded two important agreements. The first covers the seven year lease of MGM's pre-1949 library of over 700 films to KMGM-TV and the second involves the acquisition by Loew's of a 25 per cent ownership of the Minneapolis station.

Representing MGM in the negotiations were Barry and George Muchnic, vice-president of Loew's International and financial advisor to Loew's, TV. Representing KMGM-TV was Sy Weintraub, president, United Television, Inc.

This is the third VHF station in which MGM-TV has acquired a 25 per cent capital stock interest; the other two are KTTV in Los Angeles and KTVE in Denver, on which MGM holds a purchase option. Minneapolis is America's 12th largest market, and like Loew's other station ownership acquisition, KMGM-TV is an independent station.



Charlton Heston as Moses

Cecil B. DeMille's

PRODUCTION

The Ten Commandments

is presented

to the public

Beginning immediately its worldwide exhibition at two-a-day engagements...



MOSES—soldier, leader, law-giver...

IN NOVEMBER

New York City—Criterion
Los Angeles—Stanley-Warner
Beverly Hills
Boston—Astor
Washington—Keith's
Philadelphia—Randolph
Toronto—University
Chicago—McVickers
Detroit—Madison
Cleveland—Ohio

IN DECEMBER

Miami—Olympia
Miami Beach—Beach
Montreal—Capitol
Cincinnati—Grand
Baltimore—New
Buffalo—Century



Yul Brynner as Pharaoh Rameses II



THE foundation of freedom's triumph over the forces of darkness is found in the words that came flaming from Mount Sinai—the Ten Commandments.

It has required more than two years of production to re-enact on film the events that brought about the giving of the tablets bearing the Ten Commandments.

These events are both timely—and timeless.

They are timeless as God's word to Moses heard as the last speech in our film and found on America's famed Liberty Bell: "Proclaim liberty throughout all the land, unto all the inhabitants thereof."

They are so timely that I regard "THE TEN COMMANDMENTS" as the most modern motion picture I have ever made.

Cecil B. DeMille



Anne Baxter as Princess Nefretiri



Edward G. Robinson as Dathan



Yvonne DeCarlo as Sephora, daughter of Jethro



Debra Paget as Lilia, the house-slave



Filming of Cecil B. DeMille's production of "THE TEN COMMANDMENTS"



John Derek as Joshua



Sir Cedric Hardwicke as the Pharaoh Sethi



Nina Foch as the Pharaoh's Daughter



Martha Scott as the Mother of Moses



Judith Anderson as Memnet



Vincent Price as Baka, the Masterbuilder

shows the re-enactment of the Exodus before the gates of Per-Rameses.

PARAMOUNT presents

in

VISTAVISION
MOTION PICTURE HIGH FIDELITY

Cecil B. DeMille's

PRODUCTION

The Ten Commandments

starring

CHARLTON HESTON

YUL BRYNNER

ANNE BAXTER

EDWARD G. ROBINSON

YVONNE DE CARLO

DEBRA PAGET

JOHN DEREK

Sir Cedric Hardwicke

Nina Foch

Martha Scott

Judith Anderson

Vincent Price

Directed by Cecil B. DeMille

TECHNICOLOR®

Written for the screen by Aeneas MacKenzie • Jesse L. Lasky, Jr.

Jack Gariss • Fredric M. Frank

Based upon the HOLY SCRIPTURES and other ancient and modern writings

PRODUCED BY MOTION PICTURE ASSOCIATES, Inc.



TECHNICOLOR

is proud of its role in

"THE TEN COMMANDMENTS"

VISTAVISION AND TECHNICOLOR®

● We at Technicolor salute Mr. Cecil B. DeMille and Paramount, who have achieved an entertainment milestone with this magnificent motion picture.

We are proud to be associated with all those who have applied their artistic talents and skills to unfold one of the most beautiful stories ever told.

This production of "THE TEN COMMANDMENTS" is also a milestone for Technicolor since it was in his 1923 production of the same picture that Mr. DeMille first used Technicolor in one of his pictures. Since that time, Mr. DeMille and Paramount have been leaders in the use of Technicolor to bring famous stories to life upon the motion picture screen.

The Technicolor family of scientists, craftsmen and technicians is proud to be a part of this great achievement.

TECHNICOLOR CORPORATION

TECHNICOLOR IS OUR REGISTERED TRADEMARK
HERBERT T. KALMUS, PRESIDENT AND GENERAL MANAGER

The International Scene

Canada

Hanson Named Pioneer Of Year In Canada

TORONTO—Oscar R. Hanson was named Pioneer of the Year for 1953 by a committee acting for the Canadian Picture Pioneers. Hanson, president of Sterling Films, Ltd., has been in the industry in several fields since 1913.

While active in the business, he has also been most active in the benevolent activities of the industry, being one of the founders of the Pioneers in Canada. He is a past president and life chairman of the Pioneers' Trust Fund, maintained by contributions, from which the needy and the sick are aided. Motion picture people, whether members or not, have raised funds in all parts of the country at his urging.

He is producers' representative for Allied Artists of Hollywood and Lion International Films Limited of Great Britain. Hanson started his career in this country as general manager of Canadian Educational Films. After serving as general sales manager in New York for Tiffany Films, he returned to Canada to form Empire Films, now Empire-Universal, in association with the late N. L. Nathanson, and acted as president until he sold his interest in 1941.

Announcing the decision of the committee headed by Frank H. Fisher, president Morris Stein expressed himself as being extremely gratified.

Canadian Comment

For probably the first time in Canadian industry history, a national meeting was called to discuss just two features. Paramount's Canadian branch managers met in Toronto to discuss "War And Peace" and "The Ten Commandments." Getting the promotional efforts underway, a screening was held at the University, Toronto, for an invited audience, while Cecil B. DeMille was a special speaker at the convention of Famous Players managers and partners.

United Artists' managers in Canada are bursting with pride at the news that two of the top three prizes in this year's United Artists Week Drive were won by Canadian branches. Sam Kunitzky's Montreal branch took second place, and George Heiber's Toronto branch came through in the third position. Harry Woolfe's Vancouver branch was one of five runners-up.

CINE CHATTER: Phil Stone, of radio station CHUM, who has worked in many industry publicity efforts, was promoted to executive vice-president of the station. He will retain his position as the station's sports director and also continue his daily disc-jockey show. . . . Bert Wilkes worked with Chet Friedman of MGM to promote one of the major tieups when three models were brought in especially to parade at various shopping centres publicizing "The Opposite Sex." . . . It's a boy for Aubrey and Wannie Tyers. He's Odeon Hamilton



Mr. and Mrs. Joshua Logan recently arrived at Tokyo airport and were greeted by these Japanese starlets. Logan will direct "Sayonara" for Warners.

supervisor. . . . Ted Huber, head booker and office manager for RKO, Toronto, was appointed salesman in the Winnipeg branch. He will be succeeded in Toronto by Len Heberman. . . . Reg G. March, retired 20th Century-Fox manager in Saint John, N.B., will stand as a candidate in the next civic elections. Another member of the film fraternity, J. A. Whitebone, a motion picture projectionist, also will be a member of the civic slate. . . . Arch H. Jolley, secretary, Motion Picture Theatres Association of Ontario, began his fall speaking tour with an address before a service group at the Capitol, Listowel. . . . The 20-year partnership between B and F Theatres and V. Simcne for the operation of the Radio City, Toronto, expired. . . . A second-front layout on "War And Peace," currently on view at the Imperial, Toronto, was the coup pulled by Bert Brown in The Telegram. . . . The six Chrysler spectacles to be presented over TV by that

company and the Canadian Broadcasting Corporation will originate on the stage of Loew's Uptown, Toronto. . . . Filming of "Henry V," the Stratford Shakespearean Festival production, by Oedipus Rex Productions, Ltd., will not take place until the fall of 1957 because of the unavailability of its star, Christopher Plummer. . . . The London Free Press inaugurated a Saturday amusement page, with film columnist Dick Newman as editor. . . . Seventeen per cent of all classroom films used in Canada are of Canadian origin and National Film Board seeks to increase their use, Pierre Juneau, NFB secretary, told a club meeting in Montreal. . . . Harry Friedman, prominent western lawyer and business man with theatre interests in Calgary and Edmonton, died in Burlington, Ont. He was a partner with Odeon Theatres (Canada) in Odeon Mid-Western Theatres, operating the Odeon, Rialto, Varcona, Avenue, and Roxy, Edmonton, for that company.

The Rank Organization will sponsor a radio program, Film Fare, for an initial period of 26 weeks. The show, produced and narrated by Gerald Pratley, well-known CBC movie critic, consists of interviews with film personalities, music from the sound tracks and excerpts from new J. Arthur Rank productions. The program will be devoted to Rank Organization films, but commercial mention will be made of American films playing at Odeon Theatres. . . . A new pattern in the selling of motion pictures to give the exhibitor the benefit of the salesman's experience in the theatre field is to be introduced by Cardinal Films in Canada, according to an announcement by Leslie Allen, general sales manager. In a joint announcement with Frank Vaughan, general manager, J. Arthur Rank Film Distributors (Canada) Ltd., storing, shipping and revising of all films distributed in Canada by Cardinal, will become JARFD's responsibility. Cardinal will handle all selling, booking, and invoicing from its head office, 277 Victoria Street, Toronto, and branch offices in each exchange center.

—HARRY ALLEN, JR.

NFS To Handle All Rank Product For Distribution In This Country

NEW YORK—Physical handling of the Rank Organization, Ltd., films to be distributed in the U. S. will be done on a nation-wide basis by National Film Service, Inc., it was announced last week by James P. Clark, president of NFS.

NFS officials also said preliminary discussions have been held to pave the way for the film service organization to establish a billing and collection system for Rank similar to the front office agreement NFS has with Buena Vista, Walt Disney's distribution company.

Clark said he felt "the existence of a central film handling organization, such as NFS, makes it possible for Rank and similar companies to set up independent distributing systems in this country without a large investment in real estate and personnel."

The Rank organization, which has announced that it will begin operations immediately, becomes the fourth distribu-

tor to hand over backroom work to NFS across the nation. United Artists, Buena Vista, and, most recently, RKO, have turned to NFS to take over physical handling of their films in 33 centers.

The announcement by Clark followed closely on the heels of J. Arthur Rank's statement that he would set up his own distribution organization in the U. S.

Harry Norris, joint managing director of the overseas branch of the Rank organization, was reported as saying that approximately 30 pictures will be offered to American theatre owners, with the possibility that additional pictures, produced by independent English outfits, would also be distributed by Rank.

Republic backroom work in Boston also has been taken over by National Film Service, Clark announced. This makes 19 Republic backrooms which NFS has taken over, leaving only 14 cities in which Republic maintains its own facilities.

20th-Fox*(Continued from page 7)*

Benedict Bogeaus—"Conquest," starring Ray Milland, Anthony Quinn, and Debra Paget. Andre Hakim—"Seawife," filmed in England, starring Richard Burton and Joan Collins. Robert L. Jacks—"The Circle."

20th's production and release schedule will also include a number of special productions as yet unassigned to specific producers. These special pictures include "The Greatest Story Ever Told," "Tigrero," "Iris," "The Queen Of Sheba," "The Lady And The Lumberjack," "The Song Of Ruth," "Bellevue Is My Home," "Harry Black," and "These Thousand Hills."

Skouras Opposes Exhibitors Entering Into Production

Skouras announced that the 55 features would break down to 30 top A films and 25 showmanship films from Robert Lippert. Skouras thought that the entry of exhibitors into the field of production was "most ill-advised" because regular film producers were trying to turn out better and bigger films with existing limited talent available despite a declining market and that their entry would not solve the product shortage. Instead, they should devote their time to improving and modernizing their theatres and try to work more closely with distributors.

Another Skouras observation was that Walter Lang would direct "The Greatest Story Ever Told," which will be one of the company's biggest projects with advice to be sought from top religious leaders in all fields. Two years will be devoted to the project which will be exhibited first on a roadshow basis in CinemaScope 55.

Press Conference Wrap-up

He also said that the last time 50 pictures were released by the company was in 1939 and that 1956 saw only 26 features made and released. . . . If the subject calls for it, it will be made in black and white CinemaScope. . . . Some of the top features for 1957 will be made abroad. . . . The Lippert films will be sold any way the exhibitor wants to buy same, if it is legal. . . . It was not economically sound to move picture-making facilities to another lot because such a move would cost too much. . . . Eidophor is still undergoing tests with the aim to get the final results in CinemaScope proportions. . . . Subscription TV is a good thing where the public cannot be reached by regular TV or by theaters. . . . The company will try to develop new talent as part of its program. . . . Negotiations are presently underway with Elvis Presley for more films. . . . Business abroad is still ahead of last year despite the recent crisis in certain areas. . . . Company earnings this year should be about the same as last year despite a decline in domestic business. . . . Earnings from oil wells on studio property will come to about \$500,000 to \$600,000 this year, and this figure should see an increase next year. . . . CinemaScope installations have reached a saturation point both here and abroad, according to latest available reports from Skouras, which break down to 17,561 completed for the U. S. and Canada and 21,972 overseas, with the latter figure dated as of the end of September.

AIP, Ziv To Share Film Studio Facilities

HOLLYWOOD—James H. Nicholson, president, and Samuel Z. Arkoff, vice-president, American-International Pictures, announced last week that along with Ziv-TV they will henceforth share the facilities of American National Studios, the former Eagle Lion lot.

AIP, at the same time, announced plans for 14 to 20 features to be made in the next 12 months, with Roger Corman and Alex Gordon in charge.

Hutner In New WB Post

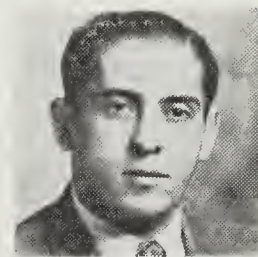
NEW YORK—Meyer M. Hutner has been appointed as a special assistant for liaison with leading independent producers associated with Warners, it was announced by Robert S. Taplinger, vice-president and director of advertising and public relations.

Hutner has resigned as director of advertising and publicity for Samuel Goldwyn Productions. Previously, he was publicity director for eight years at 20th-Fox.

Hutner will coordinate the activities of independent producers assigned to him, through the home office, studio and field staff, functioning in the same manner as an account executive in an advertising agency. He will work in association with Gil Golden, advertising manager; Larry Golob, national publicity director, and Bill Hendricks, studio publicity director, it was reported.

Hinchy Resigns WB Playdate Dept. Post

HINCHY



SANDS

NEW YORK—Ed Hinchy has resigned as head of the Warners playdate department, effective Nov. 19, it was announced last week by Roy Haines, Warners general sales manager. Hinchy, who has been with the company for over 25 years, will announce his future plans upon his return from an extended vacation.

Haines further announced the promotion of Earnest Sands, New York branch manager, to succeed Hinchy. Sands joined Warners in 1948 as a booker in the New York branch; served successively as booker for the company in St. Louis, Des Moines, Jacksonville; was promoted to salesman in Cleveland; and became branch manager of that office in July of 1952.

Hyams Joins Figaro

NEW YORK—Joseph Hyams has resigned from 20th-Fox's publicity department and will join Figaro, Inc., an assistant to Michael Mindlin, Jr., advertising and publicity director of the independent producing company. Prior to 20th-Fox, Hyams worked for the Bernard Kamber Organization and Columbia.

The New York Scene *(Continued from page 7)*

the Boulting Brothers called "Under The Influence" and one here with Ronald Neame. "First Train To Babylon," in April. No distribution is set on either. (3) He will release a film package consisting of "The Lost Continent" and a short, "The Red Balloon," early next year with an L.A. date in December so as to qualify for Academy Award consideration. (4) He is looking for an art house on the east side of New York City because he firmly believes in the future of such an operation.

He is presently sitting on a plan whereby French producers and distributors are desirous of setting up distribution facilities for their films in the U. S. They want him to play an active part in this. This would consist of an American group of foreign film distributors who would concentrate in the main outside of New York City and possibly other large cities. The French would put up one-half million dollars over a three-year period, and this sum would be matched by \$250,000 put up by the members of the American group. Distribution of a limited number of non-French films would be possible under the setup. There is where the matter rests now, with finalization waiting. The French recently advocated that it might be best if Frenchmen headed the operation.

Lopert believed that the key cities represent 80 per cent of the total revenue for a foreign film and that they are easier to sell than areas outside which would involve greater effort and personal solicitation by a sales staff.

THE METROPOLITAN SCENE: The success of "Teenage Rebel" where played to date is due, it has been said, in part to the eye-catching advertising and publicity campaign conducted by Charlie Einfeld and his crew at 20th-Fox. . . . The Daily Mirror and 20th-Fox are conducting a cooperative contest on behalf of "Love Me Tender" with some neat prizes, including a gold and diamond bracelet, a trip to Florida, Bonds, etc. . . . Seventeen Magazine is asking teen agers to vote for the Picture of the Year via a coupon ballot in its December issue. The results will be announced in the March issue of the mag. Up for nomination are "The Court Jester," "Picnic," "Miracle In The Rain," "Alexander The Great," "The Light Touch," "The Man Who Knew Too Much," "The Catered Affair," "Ambassador's Daughter," "The King And I," "Lust For Life," "Friendly Persuasion," and "Teahouse Of The August Moon." . . . Anita Ekberg is in town to promote "Zarak." . . . During recent rains, a press agent swears with hand on expense account that the long line waiting to buy tickets at the Rivoli boxoffice for "Around The World In 80 Days" was protected by umbrellas distributed for the occasion and nourished by free hot coffee. . . . Exhibitors get a chance to join the do-it-yourself craze via the pressbook issued by 20th-Fox on "Love Me Tender." It seems there is a free form mat available with catch lines, various figure poses of Elvis, etc., so that exhibs can paste-up and rearrange to suit their heart's desire and needs.

SHOWMANSHIP SWEEPSTAKES

1955-56 SERIES Finalists In Contest No. 72

George Nonamaker

Editor

Main Street Improvement Program Gets Theatre Boost, Wins Sweeps

PHILADELPHIA—Another entry in which a theatre tied up with neighboring businessmen for mutual benefit wins SHOWMANSHIP SWEEPSTAKES Contest 72 for A. J. Kalberer, Switow's Indiana, Washington, Ind., this week.

WINNING ENTRY

"OPEN HOUSE" DAY

Submitted by A. J. Kalberer
Switow's Indiana, Washington, Ind.
960 seats • 50 cents top admission
Rural and city patronage.

Our Main Street having been repaved through the business district gave us the idea of having a celebration downtown. We, therefore, contacted the Retail Merchants' Association and proposed our plan to throw an "Open House" in our theatre for one day. It met with their approval and they gave us the ball to carry.

First, they agreed to pay us \$100. This was a flat fee for a free movie from 10 a.m. in the morning until four p.m. This being a Wednesday on which we had no regular matinee we agreed and also set our regular feature for this show.

All meetings pertaining to the event were held in our theatre with the head of the retailers, newspaper advertising managers, radio station manager, and city officials attending. The plan outlined was a package deal for each member of the association. The cost was \$12.50 each for two full pages of newspaper advertising, 40 radio spots, window cards and 100 free tickets to our show to be distributed by him to his customers. We were given permission to write all the publicity and help lay out the full page ads, take care of the copy for the tickets, window cards, etc. It took two weeks of doing; but the net results were tremendous. The newspaper came through with front page news stories on the stunt.

The immediate results were: our theatre had 3,000 or more people through its front doors between 10 a.m. and four p.m.; our concession sales tripled; and business on the pictures on which trailers were shown during this day improved greatly. It brought more people to our downtown shopping district than anything ever tried before, and more people to our theatre than we usually have in a week of matinees. The only cost to us was a trailer for the screen and one heck of a lot of leg work and doing, which was a

"labor of love" after the results were tallied.

In our estimation this promotion could, and should, be ideal for most towns. It clinches the theatre to the town, further cements relationship between the movies and merchants; gets citizens movie-minded, and over-all, with us, was a promotion that made everyone happy. So pleased in fact are our retailers that they are now working on a similar plan for once each month for the rest of the year. The plan could be called any number of things—Open House Day, Appreciation Day, or anything to bring people downtown.

We did not offer a slough picture, but, instead, gave them our regular mid-week attraction, which we played at regular prices on Wednesday night, Thursday matinee and night and Friday night on the same week. We were fearful at first that our regular business would be badly hurt after the free show; but to our surprise regular business remained normal.

We sincerely believe this is a good, solid idea for any theatre in any town, large or small.

RUNNER-UP NUMBER 1

FASHION SHOW

Submitted by Julian S. Katz
Meserole, Brooklyn, N. Y.
2002 seats • 95 cents top admission
General patronage.

For our recent engagement of "The Ambassador's Daughter" we stressed the Christian Dior fashions shown in the film in our ad-publicity campaign.

Our initial attention getter was the display of the \$5,000 original Dior wedding gown worn by Olivia DeHavilland in the picture. This was placed on a mannequin with a spotlight playing thereon. Also in the lobby was a beautifully gowned mannequin on a swing suspended from the ceiling, with a sign below mentioning the name of the picture, the playdates, with courtesy given to the dress show who loaned us the figure. Of course, we had spotlights playing on this figure, also.

An activity we held attracted an extraordinary amount of attention. This was a glamorous fashion show held in the lobby the Saturday night prior to the opening of this picture. An announce-

ment of this appeared in our local newspaper, The Greenpoint Star.

Three professional models, promoted from the local dress shop, met each female patron entering the theatre; gave them free candy, also promoted, and told them the gown they were wearing was from "Fanny's Fashions"; and that they should not miss the Christian Dior fashions as shown in "The Ambassador's Daughter" starting the following Wednesday. The lobby was brilliantly lighted and the models wore very dressy gowns, which attracted a lot of attention. Their jewelry was promoted from a local jewelry store. As a matter of fact, there was a large crowd in front of the theatre looking in to see what was going on. There was music coming from behind a large lobby frame in which "The Ambassador's Daughter" was advertised. The song played was "A Pretty Girl Is Like A Melody." After the models approached the patrons upon entering and told them about "The Ambassador's Daughter," the manager and assistant, wearing white carnations, accompanied the patrons over to the \$5,000 Christian Dior wedding gown display and answered questions about it. Incidentally, this gown was loaned to us by United Artists. Photographs were taken and published by the local newspaper.

As an added street bally in the immediate vicinity of the theatre, the manager walked with the three models on the Avenue; and since they were very beautiful and attired in formal dress, plenty of attention was attracted. Adding local interest to the fashion show was the fact that the models were local girls.

As additional advertising away from the theatre every dress shop in Greenpoint had a sign in its window with copy "Shop Here For The Latest Styles In Gowns. Be Sure And See 'The Ambassador's Daughter,' Meserole Theatre, (playdate)." A display of 8x10 color stills completed the displays.

The activity certainly went a long way to inform the residents of Greenpoint that the Meserole was to present "The Ambassador's Daughter."

RUNNER-UP NUMBER 2

A REAL CIRCUS FOR THE KIDS

Submitted by Murray Spector
SW Central, Jersey City, N. J.
1950 seats • 75 cents top admission
General patronage.

We recently cleaned up by staging a lollapalooza of a kiddie stimulant in conjunction with a regular Saturday matinee kiddie show.

A sponsor, a local carpet cleaning company, was promoted to pay the cost of a complete circus (Gangler Brothers) on our stage. In return, they received the back page of heralds, a screen trailer, and mention in other advertising.

Featured in the circus were "Midge," the wonder horse; "Tiny," a high diving dog; "Trixie," a pony with a human mind; "Tony" and his monkey shines; and "Lulu," hand raised Peruvian llama, which had appeared on a popular local television show. This typical kid's circus attraction was a complete hour of live entertainment and the kids as well as

"FRIENDLY

PERSUASION"

WILL PLEASURE

YOU IN A

HUNDRED

WAYS!

*Especially
at the booth office!*

Here are the Facts!

"FRIENDLY PERSUASION is the best all-around movie I've ever seen!"

—JOHN BALABAN

"A great motion picture. It groups attraction-wise with 'The King and I' and 'War and Peace'. Stands with its distinguished producer-director's Academy-Awarded 'Best Years of Our Lives'. Sure to open big and run long in all areas."

—MOTION PICTURE DAILY

"Family Medal Award! Excellent! All the performances are wonderfully human."

—PARENTS MAGAZINE

"Richly deserving of the utmost in bookings, playing time and showmanship. Should pay off handsomely!"

—BOXOFFICE

"A cinch to win more honors for William Wyler. He already has won two Oscars, a regular cinemagician!"

—IRV KUPCINET, Chicago Sun Times

"Picture of the month!"

—SEVENTEEN

"Academy Award caliber!"

—CORONET

"Sock, rich in human values. Contains just about everything in the way of comedy and drama, suspense and action."

—VARIETY

"Outstanding. One of the best pictures of the year."

—REDBOOK

"A must-see picture. William Wyler has given it the best in all departments. A boxoffice certainty."

—SHOWMEN'S TRADE REVIEW

"Fresh . . . joyful . . . exciting. Brings back to the screen something long absent—a movie the whole family will enjoy."

—LOOK

This is the NEW ALLIED ARTISTS!

Here are the Theatres!

The nation's top deluxe houses are set with "FRIENDLY PERSUASION"!

RADIO CITY MUSIC HALL

Los Angeles	FOX WILSHIRE	Chicago	UNITED ARTISTS	Philadelphia	STANLEY
Baltimore	HIPPODROME	Cincinnati	KEITH'S	Detroit	MICHIGAN
San Francisco	UNITED ARTISTS	Pittsburgh	PENN	Cleveland	HIPPODROME
New Orleans	SAENGER	Seattle	MUSIC BOX	Atlanta	FOX
Washington, D.C.	ONTARIO	Denver	CENTER	Dallas	MAJESTIC
Miami	OLYMPIA	Houston	MAJESTIC	Minneapolis	STATE
Buffalo	LAFAYETTE	Omaha	OMAHA	Albany	STRAND
San Antonio	AZTEC	Oakland	FOX	St. Paul	RIVIERA
Indianapolis	KEITH'S	Boston	PARAMOUNT, FENWAY	Oklahoma City	CENTER
Memphis	MALCO	Jacksonville	ST. JOHNS	Charleston	CAPITOL
Salt Lake	UPTOWN & VILLA	Canton	OHIO	El Paso	PLAZA
Birmingham	EMPIRE	Nashville	TENNESSEE	Akron	STRAND
Augusta	IMPERIAL	Austin	PARAMOUNT	Providence	STRAND
New Haven	PARAMOUNT	Hartford	ALLYN	Pensacola	SAENGER
Miami Beach	BEACH	Boise	PINNEY	Sacramento	CREST
Spokane	MUSIC BOX	Albuquerque	SUNSHINE	Lincoln	VARSIITY
Louisville	LOEWS STATE	Galveston	STATE	Sheboygan	SHEBOYGAN
Portland	STRAND	Tacoma	MUSIC BOX	Youngstown	WARNER
Provo	PARAMOUNT	Atlantic City	BEACH	Springfield	PARAMOUNT
Appleton	RIO	Harrisburg	STATE	Schenectady	PROCTOR'S
		Utica	OLYMPIA	Sioux Falls	STATE
		Richmond	BYRD & STATE	Greenville	PARIS
		Troy	TROY	Colorado Springs	CHIEF
				Dubuque	GRAND
				Rochester	CHATEAU
				Logan	CAPITOL

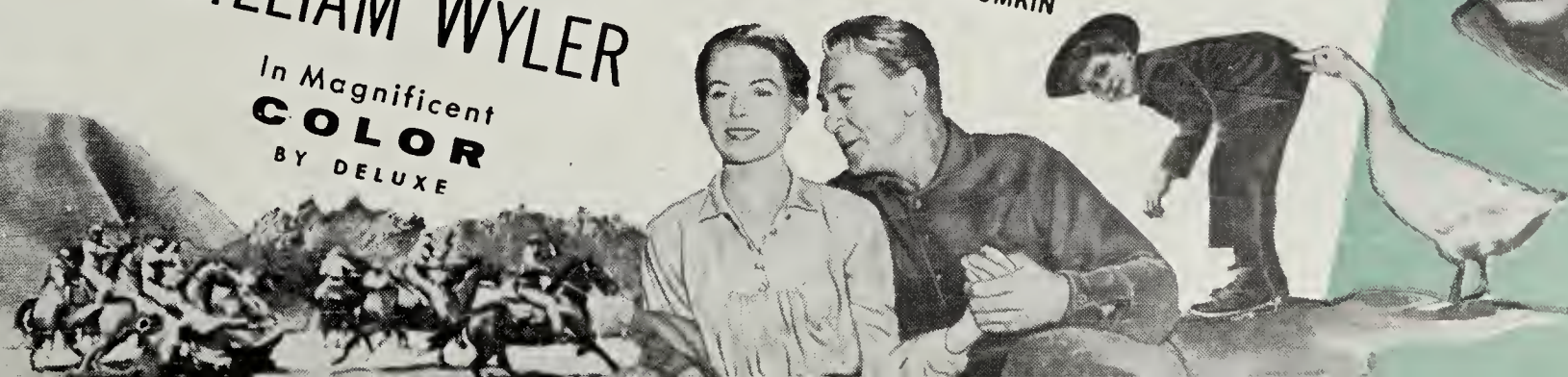
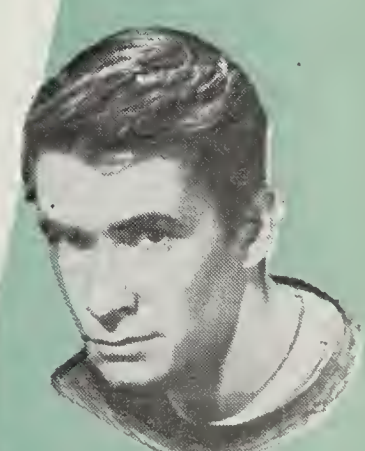
ALLIED ARTISTS PRESENTS
GARY COOPER
 IN WILLIAM WYLER'S PRODUCTION
"FRIENDLY PERSUASION"

co-starring **DOROTHY MCGUIRE**
 introducing **Anthony Perkins** and featuring Richard Eyer Robert Middleton
 also co-starring **Marjorie Main** Phyllis Love • Mark Richman • Walter Catlett
 as "The Widow Hudspeth"
 From the Book by JESSAMYN WEST • Music Composed and Conducted by DIMITRI TIOMKIN

Produced and Directed by
WILLIAM WYLER

In Magnificent
COLOR
 BY DELUXE

ANTHONY PERKINS...
 whom Louella Parsons
 calls: "THE FINEST
 YOUNG ACTOR SINCE
 JAMES DEAN!"



Hear
PAT BOONE
 sing
 "Friendly
 Persuasion"

the grown-ups enjoyed it immensely. It was the nearest treat to a regular under canvas show they had ever seen.

The theatre that Saturday matinee was packed with kids who came from all directions. It really looked as though the Pied Piper was leading them on to the big circus show. Laughter and joy was registered throughout the stage show and the kids will sure remember this for sometime. Even as they were entering the theatre there were monkeys in the lobby to greet them with their familiar antics.

The sponsor was well pleased with results, and felt his investment an excellent means of advertising and something the kids and their parents would long remember.

Promotions of this nature, I am now convinced are the greatest stimulant for bigger and more substantial kiddie attendance. It is inducements of this sort that produce the results we seek and hope for. I only hope we can round up more of these kiddie entertainment shows. Of course, one has to have the stage space to handle an attraction of this type; but on a smaller scale almost any fair sized theatre could hold some sort of extra features for the small fry. Our costs on the whole extra stunt were held to a low minimum.

Contestants are urged to watch carefully expiration dates of the offers from the film companies on SHOWMANSHIP SWEEPSTAKES awards.



While \$100.00-per-week will be awarded each and every week throughout the year by the SHOWMANSHIP SWEEPSTAKES editors, certain film distributors from time to time will post additional DISTRIBUTOR CASH PRIZES of \$250.00 to \$1,000.00, in order to focus attention on a particular picture.

Such DISTRIBUTOR CASH PRIZES must be posted for a period of 26 weekly issues, and if not won will be withdrawn. To qualify for a DISTRIBUTOR CASH PRIZE, a promotional stunt or campaign, in which the particular picture is the center of interest, must win a MOTION PICTURE EXHIBITOR \$100.00 weekly prize. This will give it "a leg" on the larger prize. At the end of the 26-week period, should more than one entry have such "a leg" on the same DISTRIBUTOR CASH PRIZE, they will be re-submitted to the circuit executive judges for special judging of the one best. This one best will then receive the entire DISTRIBUTOR CASH PRIZE; or, should a tie develop it will be shared.

DISTRIBUTOR CASH PRIZE NOW IN EFFECT . . . is as follows:

COLUMBIA PICTURES

\$500.00 on —

"Earth vs. The Flying Saucers"

(This Prize Expires December 5, 1956)

20th-Fox Primes Giant Campaign To Launch "Oklahoma!" In C'Scope

NEW YORK—A giant promotional campaign on Rodgers and Hammerstein's "Oklahoma!" in CinemaScope, in addition to the \$1,000,000 campaign introducing the film's road show presentation, has been launched by 20th-Fox for the attraction's continuous performance, popular-priced release, it was announced last week by Charles Einfeld, vice-president.

The comprehensive program will reach into 22 national magazines, TV and radio and other principal mass media, the executive declared.

The overall project, heralding the picture's late November and December release, will be highlighted by the magazine campaign which will see ads brought to a combined circulation of 42,121,599.

The airwaves and the TV sets also will be blanketed with messages calling attention to playdates of the Magna Production in the coming period, complimented by musical salutes to "Oklahoma!" and its creators, Rodgers and Hammerstein.

The multi-million-dollar campaign has been in force since 1955 and through this year, during which time the film opened in a few selected theatres.

The campaign being put behind the picture will serve to introduce the attraction to every possible ticket-buyer unable to see it in its initial engagements.

Publicity and exploitation backing will be placed behind the picture's release as it gets moving in the holiday season starting next month.

RUNNER-UP NUMBER 3

GIVE-AWAYS GALORE

Submitted by W. S. Samuels
Texas, Dallas, Texas

1700 seats • 60 cents top admission
General patronage.

If you give 'em something for nothing—you are sure going to attract them.

This exhibitor evidently believes in the truth of the above statement. He has been packing them in by giving them all manner of inducements for getting out of that rocker and into one of the seats at his theatre. And, incidentally, he advertises just that in a clever little cartoon illustration right on the front of his programs.

To boost drink concession business he issued chance coupons on a 24-inch clown doll with each 20 cent purchase of Cremel root beer, Coke or Dr. Pepper. Patrons simply fill out the coupon, drop in container; and each Saturday matinee five names are drawn out. These each win one of the large dolls. The give-away is plugged with decorated backbar, screen trailer, heralds and plugs from the stage from time to time. We have found that we are selling three to four times as many 20 cent drinks as in the past with adults buying more than the kiddies.

Give-away number two is the result of a tieup with a television dealer. In return for co-op advertising, including heralds, trailer, etc., a reconditioned TV set guaranteed in working order is given away from our stage every Saturday matinee. Free coupons are distributed at the store. When filled out the coupons are deposited in a box in the theatre lobby. By the way, these kiddie shows are advertised as follows, "The Texas Theatre is the biggest baby sitter in Dallas every Saturday afternoon," etc.

His third give-away is aimed at housewives and is called "Housewives' Jamboree." It is held every Tuesday at nine p.m. and features nationally advertised merchandise such as floor tile; bar-b-que grill; rail fence; flashlights; autotrays; shelf lining; rug and upholstery cleaner; Brillo; Travel-Bingo game; wall grips; skin lotion, patent medicines, waffle syrup, crackers, potato chips, seasoning, prepared

pie crust, candy, salad dressing, etc., etc.

In advertising this, the slogan, "Bring pop and the kids to carry home the loot" is used. Roland Drayer, singing master of ceremonies; and Earl Kay, organist, are added features of this give-away stunt, which has built into really a most profitable night at this theatre.

RUNNER-UP NUMBER 4

CREDIT CARDS

Submitted by Robert E. Rosen
Bismarck and Dakota, Bismarck, N. D.
Bismarck—800 seats; Dakota—1050 seats

75 cents top admission
General Patronage.

We recently inaugurated a credit card policy at our two theatres. Results have been very good.

We mailed out 2,000 letters reading as follows: "Who says there is nothing new under the sun? For your convenience, your progressive Bismarck and Dakota theatres now have made arrangements for you to take your family and friends to the movies and pay later. Yes, you can now charge your movies.

"We are enclosing your credit card and we hope you will use it often. Just present this credit card to the cashier at either theatre next time you go to the movies. She will give you the number of tickets you request and we will send you a statement the first of each month.

"We are happy to announce this new service and would like you to know your Bismarck theatres, to the best of our knowledge, are the first in the country to try this new plan. We hope it will meet with your approval and you will excuse us for being progressive."

The credit cards must be filled out and signed and are marked "Not good at concession stand."

We sent the letters to a select list. And we also ran a trailer on our screen explaining the credit set-up and suggesting that if anyone would like a credit card to fill out an application at the box-office.

If this has done nothing else, it has again made people movie conscious and aware that their local theatres are progressive.



*want
a lift...*

...at the box-office? →

You can book comedies...play musicals...
or date only the big ones...but you'll
get all 3-in-1 when you buy *Columbia's*
YOU CAN'T RUN AWAY FROM IT!



JUNE
ALLYSON ♡ **JACK**
LEMMON

YOU CAN'T RUN AWAY
FROM IT

CINEMASCOPE

TECHNICOLOR®

co-starring **CHARLES BICKFORD** with **PAUL GILBERT • JIM BACKUS • STUBBY KAYE • ALLYN JOSLYN • HENNY YOUNGMAN**

Screen Play by **CLAUDE BINYON and ROBERT RISKIN** Based on a Story by **SAMUEL HOPKINS ADAMS • JOHNNY MERCER and GENE DE PAUL** Songs by **JOHNNY MERCER and GENE DE PAUL** Produced and Directed by **DICK POWELL**

A COLUMBIA PICTURE

Goldenson Becomes Principal In Music Publishing Corp.

ALBANY—Leonard H. Goldenson, president, American Broadcasting-Paramount Theatres, is one of the incorporators of Ampco Music, Inc., and of Pamco Music, Inc., both authorized by the Secretary of State to conduct a music publishing business in New York. Offices are at 1501 Broadway there. Capitol stock of each company is \$5,000, \$100 par value per share.

Robert H. O'Brien, Simon B. Siegel, and Samuel H. Clark, 1501 Broadway, are the other incorporators. The filing attorney was Edith Schaffer, 1501 Broadway.

Albany

Censorship was the subject of an address by Dr. Hugh M. Flick, former Motion Picture Division head, State Education Department, and now executive assistant to the Education Commissioner, at a dinner at Rensselaer Polytechnic Institute, Troy, N. Y. . . . Frank Damis, assistant to Harry Kalmine, Stanley Warner general manager, made his first appearance here in that capacity, inspecting four local houses with zone manager Harry Feinstein, assistant zone manager James Totman, district manager James Tobin, and zone contact manager James Bracken. . . . Max Westebbe, RKO branch manager, and Elias Schlenger, Fabian division manager, are serving as local co-chairmen, Will Rogers Hospital Christmas Salute. An organizational meeting was held in the 20th-Fox screening room. . . . Ed Chenete joined the Ritz staff as assistant to manager Earle Rooney. . . . Delaware manager John Brousseau was confined to his home by illness.

Atlanta

Bill Henry, formerly of the Moon-Lite Drive-In, is the new owner, Maury, Mount Pleasant, Tenn. . . . Buena Vista closed its Jacksonville branch. . . . Nat Williams, president, Interstate Amusement Company, Thomasville, Ga., was on the Row after several weeks illness. . . . Oscar Howell, Capital City Supply head, also returned to his desk following illness. . . . Mr. and Mrs. N. E. Bush, formerly of Tallahassee, Ala., have taken over management of the Ritz and Highway 90 Drive-In, DeFuniak Springs, Fla. . . . Oliver Towell, former manager, Park Drive-In, Kannapolis, N. C., is now manager, Gold Coast Drive-In, Deerfield Beach, Fla. . . . The marquee and office building of the Dixie Drive-In, Macon, Ga., were destroyed by fire, with loss estimated between \$4,000 and \$5,000.

Boston

Smith Management Company has taken a long term lease on the United, Westerly, R. I. In announcing acquisition of this first-run, Richard A. Smith, vice-president, stated that the house would be remodeled. Manager Saul Karp, who handled the theatre for the previous lessee, Morris Pouzner, will be retained. . . . In a Sunday feature article in the Boston Herald, Elinor Hughes, drama and film editor, condemned the misleading advertising of TV stations in labeling old films as "first run." She first explained the

NEWS OF THE TERRITORIES . . .



The Lake Shore, Chicago, recently joined the host of theatres from coast to coast taking cognizance of MGM's Howard Dietz's suggestion to emphasize the "No Commercial" angle on their marquees, their boxoffices and facades.

definition of a first run in a theatre and then warned the public not to be confused by the ads on the TV pages. . . . Frank LePage, owner, Millinockett, Maine, theatre, is in Bangor, Maine General Hospital for observation. . . . Robert McNulty, owner, Warwick, Marblehead, Mass., returned to the Mary Allen Hospital, but was expected to return to his home soon. He underwent major surgery. . . . The condition of Bill Hawkins, assistant general manager, Capitol Theatre Supply was reported to be serious. He has been suffering from varied illnesses including major surgery.

Edward Renick, United Artists salesman, resigned as of Nov. 1. . . . Herman Rifkin, New England franchise holder, Allied Artists, went to the west coast to attend the AA board of directors meeting in Hollywood. . . . Joseph Levine, president, Embassy Pictures, returned from the west coast, where he inspected new product. . . . Following the screening of "Riffi," which opens in the Beacon Hill, owner Benjamin Sack and manager Harry Harding invited the press to a luncheon in the Boston Club. . . . The wife of Frank Grabau, counter man, Capitol Theatre Supply, died. . . . Emil Perodeau, assistant manager of the Fitchburg, Fitchburg, died at his home during a severe asthmatic attack. He had resigned last April because of poor health. At one time he had been superintendent of the Fitchburg Paper Company mills but resigned several years ago to enter the theatre business.

New Hampshire Police Chief, Others Open N.E. Theatres

BOSTON—Johnnie Sweeney, former genial traffic policeman for Film Row who is now chief of police, Lisbon, N. H., has entered the industry. He and Robert Corey, merchant of Lisbon, have taken over the Playhouse for shows four nights a week and Saturday matinees.

This reopening marks the third to be reported for upper New England theatres. Robert B. Harris has reopened his Profile, Lincoln, N. H., for weekends and will handle his own buying and booking. In Fryeburg, Maine, Joe Cassinelli has reopened the Fryeburg, also for weekends only.

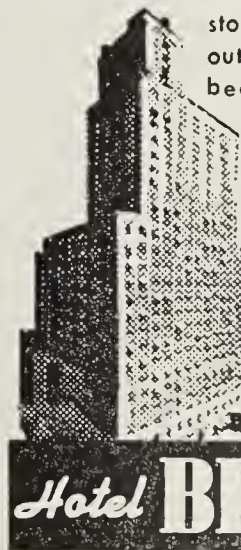
Birthday Greetings Go To Fabian's Palace

ALBANY—Fabian's Palace celebrated its 25th anniversary with publicity and promotion, topped by two pages of congratulatory advertising in which industry companies and theatre staffers joined. The copy appeared in The Times-Union, which featured a column of reminiscences by Edgar S. Van Olinda, screen critic. Pictures and biographical sketches of Simon H. Fabian and Samuel Rosen, president and vice-president and treasurer, respectively, Fabian Theatre Corporation, accompanied the layout.

Among the advertisers were Capitol Motion Picture Supply, New York; ABC Vending Company; and the International Ticket Company, Newark, N. J. Employees' congratulations were signed by manager William With, assistant managers Stanton Patterson and John Gottuso; division booker Irene Econome; cashiers Margaret Flanagan, Helen Schrek, and Carol Ruzas; projectionists Edward Fisher, Andrew Antoinette, Alfred Antoinette, and Arthur Dietz; stage manager James Blackburn; stage worker Raymond Sedlak; and others.

Herbert H. Lehman, U. S. Senator, and Mayor John Byrd Thacher spoke at ceremonies. The 3859-seat house, one of the largest in upstate New York, and, in 1931, one of the largest in the world, was designed by the late John Ebersson for RKO Theatres.

COMING TO NEW YORK?



Stay at this modern 25-story hotel. All rooms outside exposure. Large, beautifully furnished rooms with kitchenette, private bath, from \$5.50 doily. Two room suites from \$9.50

SPECIAL MONTHLY RATES!

Air-conditioning & television available

Hotel **BEACON**

Broadway at 75th St., New York
Oscar Wintrab, Managing Director

SAVE MONEY ON PREVUES

Use Filmack's New, Deluxe

TEASERETTE TRAILER \$1.75 each

3 Frames With Copy, Photos and Off Stage Talk

IMMEDIATE SERVICE! NO CONTRACTS NO RETURNS

Use as Prevues, Advance or Cross Plugs!

Used by many circuits **FILMACK** 1327 S. Wabash Chicago, Ill.



Seen recently as they admired a giant display on Warners' "Giant," SW Mastbaum, Philadelphia, are district manager A. J. Vanni; manager Larry Graver; and publicity director Birk Binnard.

Buffalo

Buffalo-born Frank C. Decot has been named assistant production manager, Robert Gordon Associates, Hollywood. The independent company shoots its first picture, "Three Were Guilty," this month. . . . Teck general manager Dave Rogers announced that "Seven Wonders Of The World" was viewed by 27,000 persons during October. . . . Robert T. Murphy, Century managing director, returned from New York with the news that the house will present Todd-AO's "Around The World In 80 Days" following the engagement of Paramount's "The Ten Commandments," which opens Dec. 21. . . . Ralph W. Budd, Warners director of personnel, was to be here last week to address the Kiwanis Club. . . . Variety Club members celebrated Hallowe'en with a party in the Delaware Valley headquarters. . . . Edward C. Frank, for almost 30 years chief engineer and superintendent of buildings for the Shea Circuit in the area, was honored upon retirement recently with the presentation of a gold watch and gift certificates by his co-workers. . . . Variety Club slated its annual election of officers for Nov. 19, to be preceded by a nominating session on Nov. 5. New Variety Club members include Alfred E. Anscombe, Thomas A. Bello, Jr., Eddie Bourne, Gary Cohen, Joseph Davis, Hugh DiGuilio, Isadore Ehrlichman, Mary Ehrlichman, Burton Glaser, Lorraine Hall, Ronald J. Hoelcle, Charles Jacobs, James Macris, Vincent Martina, Reuben Pastor, Theresa Plicato, Charlotte Poppick, and Alvin B. Wright.

Chicago

Elmer Smith was named manager, Indiana-Illinois Theatres, La Porte, Ind. . . . Mrs. Albert Wakeman, wife of the Ken owner, Frankenmuth, Mich., suffered severe burns in a fire which destroyed their home. She was taken to a Saginaw, Mich., hospital for treatment. . . . Alfred Butler Van Liep, pioneer northern New Jersey theatre owner, died in Geneva, Ill. . . . Forrest Martin was appointed division manager, United Film Service, Grand Rapids, Mich. . . . In the first trial here for evasion of theatre admission taxes, John M. Krafeisin, 57, Apollo owner, entered a plea of guilty in Federal District court. The period was for a portion of 1949-1952. Income taxes for 1949 and 1950 were also involved. Judge W. G. Knoch set Dec. 12 for disposition of the case.

Morris Kahn, a former Oriental manager who for the past few years has been managing the Alliance circuit theatres at Fort Wayne, Ind., won the first cash prize in the organization's campaign. He received promotion to district manager, Alliance Mid States circuit, Washington state. . . . Ben L. Pannell added the Home, Oblong, Ill., to his circuit. . . . Movie taxes totaling \$102,223 were collected by the city in October, against \$109,274 for that month a year ago. Total amusement taxes in October were \$166,920; for that month in 1955, \$171,812. . . . While reports were not completed at a meeting of the Chicago Motion Picture Operators Union, it was said the pension fund was around the million dollar mark. . . . Thirty foreign films were among the 101 entries totaling 596,000 feet, examined by the Police Censor board in October. Of the five marked for adults, three were foreign. Fourteen cuts were made, but none was rejected.

Cincinnati

Cecil B. DeMille, producer and director, Paramount's "The Ten Commandments," discussed the film at a luncheon meeting in the Queen City Club. It opens locally Dec. 21 in the downtown Grand. . . . Numerous Film Row executives attended a cocktail party given by the Shea Circuit in the Hotel Sheraton-Gibson. In for the party were executives Ray Smith, Gerald and Maurice Shea, and Frank Cain, New York, and Shea house managers J. C. Baumgardner, Lancaster, O.; Dale Ty-singer, Zanesville, O.; Dale McCoy, Marietta, O.; William Kribridge, Cambridge, O.; and William Gilliam, Newark, O. . . . Midwest Theatre Supply is providing equipment and furnishings for the Main, suburban Mt. Healthy, O. The house, recently gutted by fire, is scheduled for

Eastman Kodak Tallies Year's Education Grants

ROCHESTER, N. Y.—The Eastman Kodak Company announced that it has made direct aid-to-education grants totaling more than \$300,000 this year to 67 privately supported colleges and universities whose graduates have been employed by the company for the past five years.

This grant plan is part of Eastman's overall aid-to-education program, expected to result in expenditures this year of over \$650,000 and which will benefit directly about 100 educational institutions.

Buffalo Variety Tent Adds To Charity Work

BUFFALO—In addition to its sponsorship of the Cerebral Palsy Clinic in the Children's Hospital, Variety Club has decided to aid also the Rehabilitation Center of the Children's Hospital and the Crippled Children's Guild.

"Although we will always maintain the Cerebral Palsy Clinic, as in the past," said Elmer F. Lux, chief barker, "our steadily increasing stature and responsibility to Variety's cause enables us to take on this added responsibility. Our consistent record in maintaining our Clinic was a major factor in obtaining the Government's grant for this undertaking. Our annual contributions are known to all Tents, Internatinal Variety, and the city of Buffalo. We've done a great job in the past. Now we have a splendid opportunity to do even better and win greater recognition for Tent Seven. We have only the month of November in which to achieve this greater goal, and must bend every effort and exhaust all energy if we are to continue Variety's record of accomplishment."

The annual election of the Tent will be held Nov. 19, from noon until midnight, in the Delaware Avenue headquarters, according to an announcement by Lux. Plans are going forward for the Memorial Plaque Dedication Ceremony, to be held in the Club's headquarters on Dec. 9 at three p.m. Francis Maxwell, RKO office manager, has accepted the chairmanship of the Indoor Theatre Collection Drive, it also was disclosed.

reopening on Thanksgiving Day. . . . Helen Kramer, secretary to H. B. Snook, president, Midwest Theatre Supply, was married to Eugene Rogers.

Cleveland

All three daily newspapers stopped publication last fortnight when the Newspaper Guild voted to strike. Theatres are faced with the problem of selling such important pictures as "Giant," "Ten Commandments," and others without benefit of the usual channels of advertising. . . . Cecil B. DeMille was honor guest at a luncheon in the Statler Hotel. He devoted his talk to "The Ten Commandments," which opens this week in Loew's Ohio. DeMille paid special tribute to Barney Balaban and other Paramount executives for giving him unlimited financial resources in the production of the picture. . . . Howard Spiess, formerly of Co-operative Theatres of Ohio and now buyer and booker, Phil Smith midwest theatres with headquarters in St. Louis, was in to book pictures for Smith's East Side Drive-In, an all-winter operation. . . . S. P. Gorrel and Leonard Mishkind have added two units to their General Theatres Circuit with the acquisition of the Auto Drive-In, Canton, O., and the Skyway Drive-In, Malverne, O., from Tom Manos and W. E. Gross. These are the first ozoners in the circuit. . . . Funeral services were held for Mrs. Emma Lichter, mother of 20th-Fox salesman Sam Lichter. . . . Two area theatres reopened on a part time basis, the Rockford, Rockford, O., and the Best, Scio, O. . . . Ed Graves resigned as RKO booker. . . . The film colony here was

Shea Circuit Meets; Outlook Is Optimistic

CLEVELAND—Gerald Shea, president, Shea Theatrical Enterprises, held the third of the circuit's three regional managerial meetings here last fortnight in the Cleveland Athletic Club. At noon, the meetings were interrupted by a luncheon at which Shea was host to some 40 guests, including branch managers and bookers of the exchanges.

Addressing the luncheon group, Shea took an optimistic note, saying that the circuit's net results for the third quarter of 1956 were ahead of any third quarter since 1953. He credited this to the flow of outstanding screen product during this period. To maintain this record, he made several suggestions. One was to establish a constructive economy program in the theatre operation, without cutting down on service; another was a new, diversified advertising approach; and the development of juvenile stars and the training of young men to be prepared to take over theatre operation at the policy level. "Whether we approve or not," Shea told his guests, "we must infuse our industry with a young viewpoint, and only young men can implement our experience with new ideas."

Implying that most advertising has become stereotyped, Shea said the circuit is seeking new media and a new approach to familiar ones by employing a non-industry advertising agency. "We are experimenting with a plan in Manchester, N. H., and are watching the results closely. One of our new ideas is to allocate newspaper, TV, and radio advertising to fit each picture. Some pictures are best sold through the heavy use of newspapers and a lighter use of TV and radio. Others are best sold through TV and radio with less space to newspapers," he said.

Attending the meeting were, in addition to Shea, Ray Smith, vice-president and buyer; Frank King, field representative; and regional managers Durwald Duty, Ashtabula, O.; Robert Rhodes, Akron, O.; Tom Simon, Conneaut, O.; Ray McNealy, Geneva, O.; Robert Limbaugh, Erie, Pa.; Dan Gilhula, Jamestown, N. Y.; Harold Snyder, New Philadelphia, O.; Jack Hines, Youngstown, O.; and Bernie Hickey, Pittsburgh and McKeesport, Pa. The previous two meetings were held in Manchester, N. H., and Cincinnati.

shocked to learn of the sudden death of Rube Perlman, DCA representative, who died of a heart attack en route to the airport to return to his home in New York after a stay in Cleveland of several weeks.

Dallas

Allen H. Miner, film director visiting the D. Gordon Rupes here, will explore the possibility of filming a TV drama series in this territory. He says this region is "geographically more interesting" than the locales of many TV series, and deserves investigation. Next on his schedule is completion of "The Old Man And The Sea," of which he is co-producer. Miner has just completed "The Ride Back," a drama for United Artists with Anthony Quinn. . . . Ed Hale, Buena Vista, visited to make newspaper contracts in regard to

Editor's Note: This exchange listing is being reprinted because the emergency telephone numbers were omitted in its original publication in the October 31 issue.

Film Exchange and Dealer Listing for the KANSAS CITY FILM TERRITORY

A CONTINUING SERVICE • that will be re-edited and re-published at 8-month intervals

• Film Distributors

ALLIED ARTISTS, 130 W. 18th St.—Harrison 1-2305

Br. Mgr.: Frank Thomas. Office Mgr. and Booker: Don Clark. Sales: Earl Ogan, Robert Carnie. Cashier: Eleanor Martin. Emerg. Phone: NI 2-4950.

BUENA VISTA (Disney), 114 W. 18th St.—Baltimore 1-1540

Br. Mgr.: R. R. (Tommy) Thompson. Sls. Mgr.: Marvin Goldfarb. Booker: Dorothea Warneke. Emerg. Phone: JA 3-B119

COLUMBIA, 214 W. 18th St.—Harrison 1-3892

Br. Mgr.: Thomas Baldwin. Office Mgr.: William Jeffries. Sales: Herbert Stultz, Gene Snitz, Larry Biechle. Bookers: Jack Ragan, William McIntire, Jerry Winkler. Cashier: Christine Wilson. Emerg. Phone: WA 4-2959. (Div. Mgr. in residence: Ben Marcus.)

DIXIE, 118 W. 18th St.—Victor 2-8498

Br. Mgr.: W. F. Gaffney. Booker: Betty Caruso. Emerg. Phone: EM 1-3B66.

METRO-GOLDWYN-MAYER, 220 W. 18th St.—Grand 1-2109

Br. Mgr.: T. E. Bailey. Ass't Br. Mgr.: Al Ader. Office Mgr.: James W. Witcher, Jr. Sales: Harvey Cole, Roger Leaton, Bob Johns. Bookers: Les Durland, John Tonge, Leonard Abrams, Robert Mauss. Cashier: Tillie Eastburn. Field Exp.: Bernie Evens. Emerg. Phone: WE 1-3667.

PARAMOUNT, 1802 Wyandotte St.—Grand 1-0410

Br. Mgr.: Harry Hamburg. Sls. Mgr.: Don Foster. Office Mgr. and Booker: Thomas Gooch. Sales: Ray Carter, James Devlin. Cashier: Anna O'Toole. Emerg. Phone: JO 2-2680.

RKO, 1712 Wyandotte St.—Harrison 1-7740

Br. Mgr.: J. W. Lewis. Office Mgr.: John Wangberg. Sales: E. L. Dyson, L. O. Rugler, Charles Brenner. Bookers: Helen Thomas, G. H. Jones, Bonnie Aumilles. Cashier: Louise Phillippi. Field Exp.: Ralph Banghart. Emerg. Phone: HI 4-6181

REALART, 120 W. 18th St.—Victor 2-8544

Br. Mgr.: R. F. Herrell. Cashier: Nina Bridges. Emerg. Phone: None.

REPUBLIC, 215 W. 18th St.—Grand 1-2390

Br. Mgr.: Woody Longan. Office Mgr. and Booker: Ken Levy. Sales: Dwight Borin. Cashier: Ruby Pasley. Emerg. Phone: GR 1-B03B.

20th CENTURY-FOX, 1720 Wyandotte St.—Harrison 1-7253

Br. Mgr.: J. R. Neger. Sls. Mgr.: H. B. Kinser. Sales: V. M. Skorey, John Long, W. W. Sherrill. Bookers: Eric Green, Joe Bondank, William Gill. Cashier: Grace Roberts. Field Exp.: Harold (Chick) Evens. Emerg. Phone: MI 9-0173.

UNITED ARTISTS, 219 W. 18th St.—Grand 1-1123

Br. Mgr.: Ralph Amacher. Office Mgr.: Carl Bain. Sales: G. M. Dean, John Dobson, Morton Truog. Bookers: Robert DeJarnette, Carl Bain. Cashier: Beulah Ryan. Emerg. Phone: EM 1-6124.

UNIVERSAL, 1700 Wyandotte St.—Harrison 1-5624

Br. Mgr.: Morris Kever. Office Mgr.: Lawrence T. Klein. Sales: Pat Kinnell, Hugh McKee, Roy McKittrick, Ralph Morrow. Bookers: Hank Sondag, Jean Calvert, Chuck Decker. Cashier: Ruth Hollingsworth. Emerg. Phone: HE 2-2271. (Dist. Mgr. in residence: Lester Zucker.)

WARNERS, 1703 Wyandotte St.—Harrison 1-4645

Br. Mgr.: Russell C. Borg. Office Mgr.: Howard C. Thomas. Sales: Joe Manfre, Jack Harris, Harold Cass. Bookers: Charles Oliver, Mary Heuelsen, Roy Hurst. Cashier: Phyllis Whitescarver. Field Exp.: Don Walker. Emerg. Phone: EN 2-76B7.

• Supply Dealers

MISSOURI THEATRE SUPPLY, 115 W. 18th St.—Baltimore 1-3070
Emerg. Phone: HE 2-1503.

NATIONAL THEATRE SUPPLY, 223 W. 18th St.—Baltimore 1-9858
Emerg. Phone: JACKSON 3-B0B2.

SHREVE THEATRE SUPPLY, 217 W. 18th St.—Harrison 1-7849
Emerg. Phone: WABASH 3-0632.

STEBBINS THEATRE EQUIP., 1804 Wyandotte St.—Grand 1-0134
Emerg. Phone: DRExel 1-2791.

• Screen Trailers

NATIONAL SCREEN SERVICE, 1800 Baltimore St.—Victor 2-5893

Br. Mgr.: Louis Patz. Office Mgr.: Hazel Buell. Sales: Jack Winningham, Al Rothschild. Bookers: Alice Miller, Opal Grooms. Cashier: Hazel Buell. Emerg. Phone: BE 1-3341.

• Signs, Advertising and Printing

CAPITOL FLAG AND BANNER CO., 1719 Wyandotte St.—Victor 2-8798

CAUGER, A. V. SERVICE, 10922 Winner Rd., Independence, Mo.—Clifton 2-9390

MERCURY ADV. CO., 221 W. 18th St.—Harrison 1-6364

NATIONAL DISTR., 3724 Penn St.—WE 1-0449

NATIONAL SCREEN SERVICE, 1800 Baltimore St.—Victor 2-5893

UNITED FILM SERVICE, 2449 Charlotte St.—Baltimore 1-5100

• Messenger Service

EXHIBITORS FILM DELIVERY & SERVICE, 120 W. 17th St.—Grand 1-2094
Emerg. Phone: JA 3-5814.

• Service Companies

ALTEC SERVICE CO., 1015 Walnut St.—Harrison 1-7330

DRIVE-IN THEATRE MFG. CO., 505 W. 9th St.—Harrison 1-8007

RCA SERVICE CO., 221 W. 18th St.—Harrison 1-6953

A SPECIAL SERVICE . . . only in MOTION PICTURE EXHIBITOR

Censorship Proposals Find New Favor

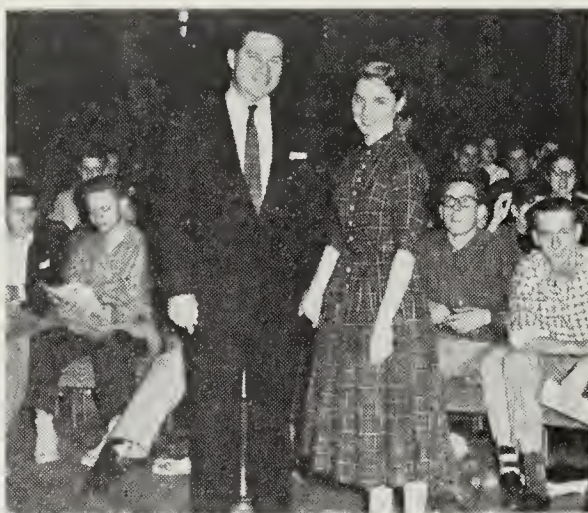
DAYTON, O.—Current proposals to appoint a citizen's committee to advise law enforcement officials about "obscene" films which may violate state laws "have merit," declared Chief of Police Paul J. Price. He said officials are faced with the problem of drawing a fine line between "obscenity" and "art" in questionable films.

Price said that much of the proposed committee's effectiveness would depend on the caliber of persons chosen. Sheriff Bernard L. Keiter said the "idea sounds good to me." The sheriff's office recently confiscated a print of the nudist feature, "Garden Of Eden" at the Sunset Cruise-In. Facing court action in the case are Sylvan Rothschild, owner; Gary Gammell, house manager; and John Holokan, projectionist.

Mathias H. Heck, Montgomery County prosecutor, proposed the formation of the citizens' committee. The prosecutor said such a group would be legal, since it would merely be advisory. He said his office would act on recommendations by the group.

Local 248 of the operators' union favors the proposal, according to John T. Cline, attorney, who represents Holokan in the Sunset Cruise-In case. He said projectionists have no protection under the new law, as they did when censorship was in force. "A projectionist can't do anything about the film he's showing," said Cline.

Walt Disney's November release, "Secrets Of Life" and the release in December, "Westward Ho, The Wagons!" . . . Leo Carrillo arrived for a board meeting of the Film Corporation of America, which he is forming, plus press conferences and a cocktail party. . . . William W. Lewis, local film exploiter, is off on the Minneapolis-St. Paul campaign for MGM's "Lust For Life" which opens there on Nov. 15. . . . Robert F. Morrell, convention coordinator, Allied Theatre Owners, was in. The convention is scheduled to be held here during the latter part of November. . . . Albert R. (Cubby) Broccoli, veteran film producer who has never made a film in Hollywood, was here screening his latest Warwick Production for R. J. O'Donnell, vice-president and general manager, Interstate Theatre Circuit, as well as other top Interstate officials. Entitled "Zarak," it costars Anita Ekberg, Victor Mature, and Michael Wilding, and was filmed in Africa. Broccoli said he was in hopes "Zarak" would be released in Dallas shortly after the first of the year, and hinted that he would attempt to get Miss Ekberg here for stage appearances with the film. . . . Notices have gone up that "Oklahoma!" is entering its last seven days at the Tower. The Todd-AO production is now in its fifth week. "Around The World In 80 Days," second Todd-AO release, is expected here about Christmastide. Robert J. O'Donnell, vice-president and general manager, Interstate Theatre Circuit, expects to have Cantinflas, the Mexican comic, and Mike Todd, producer of the film, here in person. . . . Zsa Zsa Gabor flew in by private plane for the opening of "Death Of A Scoundrel." The RKO release was pro-



Alex Harrison, 20th-Fox general sales manager, and Betty Lou Keim, one of the studio's "Stars Of Tomorrow," are seen at the recent home office preview of "Teenage Rebel" for editors of 85 magazines and newspapers published by New York high schools. The film is to open at Brandt's Mayfair.

duced, directed, and written by Charles Martin, who was also with Miss Gabor on the whirlwind tour of Texas.

Denver

Frances Melrose, motion picture and drama editor of the News, vacationed in Spain and while there, visited with Mr. and Mrs. John Wolfberg, formerly of Denver. Wolfberg was an exhibitor here as well as being the first president of Allied Rocky Mountain Independent Theatres. He was acting in "Pride And The Passion," being filmed in that country. Mrs. Wolfberg is production secretary of "Flamenco," also being filmed in Spain. . . . John Allen, MGM district manager, Dallas, and William J. Levine, his assistant, from New York, were in for a sales meeting attended by Henry Friedel, branch manager, and James Micheletti and Jerry Banta, salesmen. . . . Frank Smith, Salt Lake City branch manager for Paramount, was in on a sales trip, contacting William Agren, buyer for Fox Inter-Mountain Theatres.

Des Moines

Louis Lepobitz, 48, McAllen, Tex., former Iowa theatre owner and manager, died at McAllen from sun stroke. He formerly was a Tri-State partner and managed the Easttown and Iowa theatres in Des Moines and owned a theatre at Madrid, Ia. . . . Richard Myers, Mason City, Iowa, has been named as manager, Lake, Clear Lake, Iowa. . . . John Loop has purchased the Iowa, Hopkinton, and plans to reopen it soon. The house has been closed for several months.

Houston

Hollywood star Leo Carrillo visited the Texas Children's Hospital here. . . . Irving Hanower, auditor, was in at the local Columbia exchange. . . . Ed Brinn, MGM salesman in the territory for some time, is now working the Dallas territory. Bob Davis has taken over in the local area. He formerly serviced east Texas. . . . Erwin F. Brown, formerly with the Academy Art, has been named assistant to Harry McHaffie, manager, Avalon Art. . . . It was understood that Lynn Harrington, who operates theatres in Waco, Tex., and Wichita Falls, Tex., might build a drive-in here. . . . Don Morris, salesman for RKO, with headquarters at Dallas, was in calling on the local exhibitors. . . .

SW Leases Theatre For Cinerama Showing

MIAMI BEACH, FLA.—The Roosevelt has been leased for an undisclosed amount from Jack Caplan to the Stanley Warner Corporation for the showing of Cinerama productions. The nearest house to the Miami area presently showing Cinerama is in Atlanta. Stanley Warner is spending \$100,000 to remodel the house, including new seats, curtains, and stage.

To effectively set up the three Cinerama cameras it has been necessary to install them on the outside of the theatre building and encase them. To accomplish this, 18 feet of land was leased from the City of Miami Beach at one dollar per year, the first time the City has ever granted such a privilege. The first Cinerama production, "This is Cinerama" is expected to open Dec. 5 to run for about four months, with "Cinerama Holiday" and "Seven Wonders Of The World" to follow.

John Price, manager, King Center Drive-In, paid a visit to the home office of the Jefferson Amusement Company, Beaumont, Tex. . . . Jack Underwood, district manager of Columbia, went down to the local exchange from the home office at Dallas. . . . The first fall meeting of the Houston Independent Theatre Association was to be held on Nov. 2 at the Frontier Inn. The organization was formed by local theatremen for an exchange of ideas and mutual aid, with the slogan: "For the betterment of the motion picture industry." A nominating committee was to be selected at the November meeting. Election of officers is slated for the December meeting, and new officers will assume their their duties in January.

Memphis

Twentieth-Fox's "Love Me Tender" will be premiered here in Loew's State on Nov. 21. Elvis Presley is scheduled to make a personal appearance for the occasion, according to manager Arthur Groom. Presley ushered in Loew's State several years ago at two different times, each for a few months' duration. . . . In Greenville, south of Memphis in the Mississippi delta, Paramount employees completed cleaning velvet curtains and repairing a \$2,500 CinemaScope screen which was damaged when an audience of 1,500 teenagers went wild during a late-hour horror show. Manager Stewart D. Burton said that he had expected "some disturbance," but that the four additional policemen on duty had been unable to cope with the riot. . . . The Ritz, operated by Jack Katz, was damaged by a \$10,000 fire and was to be closed for 10 weeks. In the interim, Katz is exhibiting foreign films in the M. A. Lichtman Circuit's Memphian at what is understood to be very favorable rental terms.

Milwaukee

Most area drive-ins have closed, but the Starlite, Menoninee Falls, Wis., and the Blue Mound, Elm Grove, Wis., will operate through the winter with the help of in-car heaters. . . . Industry pioneer Frank J. McWilliams, Portage, Wis., exhibitor was in critical condition in the Madison, Wis., General Hospital. . . . The



This army tank was used for bally purposes on Allied Artists' "Screaming Eagles," by Dave Weinstein, manager, Valley Forge Drive-In, King of Prussia, Pa., with the U. S. Army Recruiting Office lending full cooperation.

Burleigh was to close last week because of poor attendance. . . . Variety Club held a membership meeting and dinner in the Schroder Hotel. . . . Don Perlewitz, Parkway, advised that the house is getting a new front and new seating. . . . Columbia branch manager Harry Osham welcomed visiting assistant general sales manager Rube Jackter with a luncheon in the Athletic Club. . . . Motion Picture Projectionists Local 164 slated a beer party for operators and exhibitors in Machinist's Hall this week. . . . U-I salesman Jerry Kramer resigned to enter another business. . . . John Parostinak, former Paramount head shipper, now is head shipper, Milwaukee Film Center, operated by the Trampe Brothers. John Radke, former RKO head shipper, replaces him at Paramount. . . . The French-made "Game Of Love" received a clean bill of health from censors to run for adults only in the Coronet.

Minneapolis

Ted Mann has taken over operation of the suburban Westgate, an art house, under lease. Mann also operates the downtown World and Suburban World, Minneapolis, the World and Lyceum, St. Paul, the Skyline Drive-In, Duluth, Minn., and the Orpheum, Dubuque, Ia. The Westgate formerly was operated by Martin Stein, who operates the suburban Edina. . . . Don Risch and Harold Lempke, operating as the Reno Theatre Corporation, have taken over operation of the Grand, Madison, Minn. The house was owned and operated for 35 years by Burt Hulett. . . . John Louis, formerly a booker, has been named South Dakota salesman, Paramount, replacing Duane Becker, resigned. Katherine Gordon, former booking stenographer, has been named new student booker. . . . New at MGM are Alice Haasl and June Omholt, both booking stenographers. Marilyn Pepin, MGM bookers' clerk, resigned. . . . Chick Evens, 20th-Fox midwest exploiteer, was in for "Love Me Tender," which opens in the Orpheums, Minneapolis and St. Paul, Nov. 22.

New Haven

Exhibition circles here were sorry to hear of the death of Orlando Pellicia. Pellicia started a circuit of theatres with the late Sylvester Z. Poli and for many years was a booking agent. He was a

member of the Friars and of the Lambs Club. . . . Salvio Lupone is now operating the Guilford, Guilford, Conn. . . . Edward Berube has reopened the Strand, Willimantic, Conn. . . . Music from Elvis Presley's film, 20th-Fox's "Love Me Tender," played at entrance of the Poli as advance bally. . . . Condolences were extended to Thomas Colwell, Beverly, Bridgeport, Conn., on death of his mother.

HARTFORD, CONN., NEWS—George H. Wilkinson, Wallingford, Conn., has been elected president, Wallingford Savings and Loan Association. He had been serving as a director. . . . Norman Bialek, Sampson-Spodick-Bialek Theatres, and president, Allied Theatres of Connecticut, returned from Europe. . . . Stanley Warner, which recently started Children's Safety Clubs in the Palace, Danbury, Conn.; Capitol, Willimantic, Conn.; and Garde, New London, Conn., got similar projects under way at the State, Manchester, Conn., and Palace, Norwich, Conn. . . . Abe Bernstein, United Artists exploiteer, was in the territory ahead of "The Man From Del Rio" and "Flight To Hong Kong."

New Orleans

United Theatres completed renovation and refurbishing of the Grand, Metairie, La. . . . Jerry Kennedy, 20th-Fox office manager, was confined to Mercy Hospital with severe injuries resulting from an accident while horseback riding. . . . E. R. Edwards was named manager, Paramount Gulf's New Saenger, Shreveport, La. In recent years, he has managed an art house at Jackson, Miss. . . . Terry Moore made a personal appearance in the McElroy circuit's Don, Shreveport, in connection with the opening of 20th-Fox's "Between Heaven And Hell." William Briant, local branch manager, and exploiteer Jimmy Gillespie accompanied her. . . . Columbia office manager John Grainger was ill in Baptist Hospital, and later recuperated at home. . . . Herb Hargroder, Beverly Drive-In, Hattiesburg, Miss., returned after illness. . . . Masterpiece head Milton Dureau has recuperated from surgery. . . . UA salesman Claude Bourgeois and Floyd Harvey, Jr., Buena Vista representative, attended the Memphis Tri-States Theatre Owners convention.

The Tip-Off On Business

(The Tip-Off On Business is a record of how pictures are grossing in various parts of the country. The rating given the pictures (see key) is a cross section of reports received from the field, and presents a summary of various types of runs. Inasmuch as the rating given cannot constitute the business of each individual engagement, an attempt is made to present a general average. By studying the ratings, which are constantly kept up-to-date, exhibitors may guide themselves in their buying and booking.—Editor)

KEY TO "THE LITTLE MEN" RATINGS: (NOVEMBER 14)

- Registering grosses in the highest brackets.
- Just fair, nothing out of the ordinary, average
- Good, although not breaking down the walls.
- Disappointing, below what was expected.

THE GIRL HE LEFT BEHIND (Warners)		THE BEST THINGS IN LIFE ARE FREE (20th-Fox)	
GIANT (Warners)		THE UNGUARDED MOMENT (U-I)	
FRIENDLY PERSUASION (Allied Artists)		THE OPPOSITE SEX (MGM)	
WAR AND PEACE (Paramount)		SECRETS OF LIFE (Disney-Buena Vista)	
PORT AFRIQUE (Columbia)		TEA AND SYMPATHY (MGM)	
THE BAD SEED (Warners)		TOWARD THE UNKNOWN (Warners)	
THE SOLID GOLD CADILLAC (Warners)		ATTACK (UA)	
BETWEEN HEAVEN AND HELL (20th-Fox)		THE POWER AND THE PRIZE (MGM)	
TEENAGE REBEL (20th-Fox)		LUST FOR LIFE (MGM)	

Contract Breach Seen In Drive-In Action

NEW ORLEANS—Darrell George, who purchased the Frontier Drive-In, Sulphur, La., in May, 1955, from Percy Duplissey, DeRidder, La., and J. G. Trouille, Sulphur, La., has been ordered to pay \$14,363 to the two former owners, the result of a breach of contract suit brought against George by Duplissey and Trouille in District Court, Lake Charles, La., before Judge John T. Hood. Judge Hood ordered payment on the grounds that George violated a contract agreed upon at the time of purchase. The jurist, however, denied the contention of the plaintiffs that the defendant had defaulted on the purchase agreement as outlined in the contract.

Trouille and Duplissey sold the ozoner to George for \$40,000 and the assumption of indebtedness, totaling \$14,750, with a down payment of \$5,000 and the remainder in ten annual installments of \$3,500 plus interest. In October, 1955, the sellers filed a \$65,800 breach of contract suit against the purchaser, contending he had failed to assume the indebtedness as agreed upon in the contract, and requesting that George be ordered to pay the indebtedness, pay the full purchase price plus attorney fees, and asked an extra \$10,000 damages.

George petitioned that the contract be annulled because the sellers had misrepresented debts when they sold the theatre to him. Judge Hood denied George's contention and ruled that he did violate the contract by failing to pay the indebtedness agreed upon. George, who had renamed the Ozoner the TOR, closed it several months ago.

New York

Election Day was pretty much of an industry holiday. . . . Mrs. Mary Lewis, wife of Merlin Lewis, executive secretary, TESMA, was in Methodist Hospital, Brooklyn. . . . Charles B. Moss was host at a trade "house warming" of the modernized Criterion. . . . Gene Pleshette, managing director, Brooklyn Paramount, was named to head the Miss Christmas

PROGRESSIVE ELECTRIC CONSTRUCTION CO., INC.

240 N. 13th STREET • PHILADELPHIA 7, PA

Theatre Installations
and Maintenance

HENRY FRIEDMAN

Realtor and Insurance

Specializing in Theatre
Real Estate and Insurance

(Member Main Line Board of Realtors)

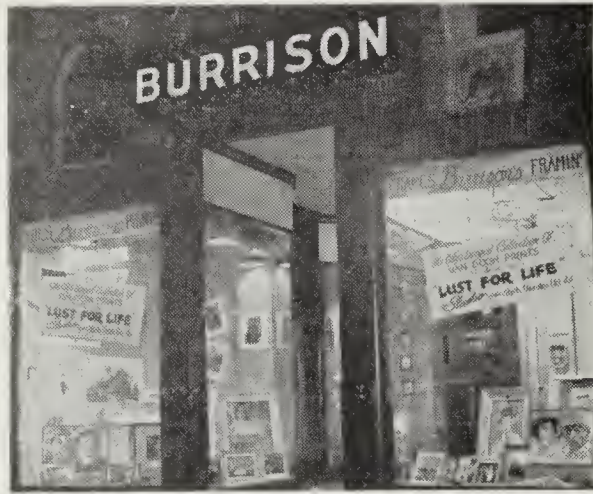
17 W. Lancaster Ave., Ardmore, Pa. GR 7-5730

THEATRE SEAT COVERS

Hayco seat covers for all makes
and models of theatre chairs.

JACK HAYES SEATING SERVICE

ONE MONICA PLACE, BALDWINVILLE, N. Y.



Among the many attractive windows obtained by Ed Gallner, MGM field man, and Bill Kanefsky, manager, Studio, Philadelphia, on MGM's "Lust For Life," is the above display at a Chestnut Street art store.

Seals contest and theatre promotion for the Brooklyn Tuberculosis and Health Association's 52nd annual Christmas Seal sale. . . . "Tel Aviv Taxi," first feature comedy to come out of Israel, has been set to open Dec. 22 at the Cameo. . . . The nominating committee of Variety Club Tent 35, composed of Jack Levin, Ernest Sands, Herman Schlier, and Phil Levine, met to select a slate of officers for the coming year. . . . Max E. Youngstein, UA vice-president, returned from Europe. . . . Edward S. Feldman returned to the 20th-Fox home office publicity department after serving two years with the Air Force.

NEWARK, N. J., NEWS—Frank Avolio, driver for the Stanley Warner Jersey Circuit for the past 10 years, underwent surgery in the General Hospital, Paterson, N. J. . . . Jack Conhaim, manager, Stanley, lost his father. . . . More than \$50,000 worth of furs were exhibited on the stage of the Central, Jersey City, by professional models in a 30-minute Fur Fashion Show on opening night of Columbia's "Autumn Leaves." Manager Murray Spector reported the predominantly woman audience "was most receptive." . . . George Karros has been appointed manager, Capitol, Belleville, N. J. . . . Harry Moore became manager, Lincoln, Union City, N. J., succeeding Milton Weill.

Philadelphia

Condolences are extended to Benny Harris, American Film, whose mother, Mrs. Anne Baratz, 86, passed away. . . .

Newspaper Salutes Nabes For Modernizing Efforts

NEW ORLEANS—The New Orleans States, one of the two evening papers here, recently published an extra section to the amusement pages to salute the many modern neighborhood theatres in various sections of the metropolitan area. Heading the special addition in large block print was "Neighborhood Theatres Boast Latest Equipment."

The story pointed out that local neighborhood theatres have taken on a new aspect, both inside and out, having undertaken renovations, refurbishing, and the installation of the newest and finest equipment to present the best in movie entertainment to patrons, as well as providing for the comfort of customers with air conditioning.

Dave Glickman, Garden, Trenton, N. J., is reported building a 600-car drive-in there. . . . Screen Guild's Harry Brillman returned from the hospital. . . . Condolences to George Naudascher, Cambria, whose wife passed away. . . . The husband of Phyllis Breen, Columbia cashier's department, passed his Pennsylvania State Bar examinations. . . . Motion Picture Associates of Philadelphia named the following committee heads last week: Jack Greenberg, entertainment; Joe Engel, welfare; Bill Doyle, membership; Milt Young, publicity; Jay Emanuel, finance; Lester Wurtele, insurance; and Sam Diamond, theatre benefit.

Charles Beilan, Warner branch manager, was doing nicely in the hospital; and Warner district manager William Mansell was recuperating from his recent foot injury. . . . Ticket sales for the Motion Picture Associates of Philadelphia benefit at "The Ten Commandments," Randolph, Nov. 25, were reported satisfactory. No more than the capacity of the theatre will be sold. . . . Walt Disney, his wife; author Pete Martin and Mrs. Martin, visited Lancaster County "Dutchland" last week. Their itinerary included Wheatland, the Ephrata cloisters, the Lititz Moravian Church, an old one-room school at Peryryn, and a view of the Amish country. Guide for the tour was Jacob F. Hartranft, McCaskey High School faculty. . . . The County Theatre Company, Doylestown, Pa., anti-trust suit against Paramount and the major distributors moved on apace in U. S. District Court when Judge George A. Welsh granted some motions of the defendants; but granted the plaintiff leave to file an amended complaint within 15 days. . . . Bob Sidman, formerly with Jay Emanuel Theatres in upstate Pennsylvania, was in handling exploitation for Allied Artists' "Friendly Persuasion." . . . Rumor has the Pottsville, Pa., Drive-In being sold to the owner of the Frackville, Pa., Drive-In.

HARRISBURG, PA., NEWS—The Air Force and Navy came to town for the opening of "Toward The Unknown" at the Colonial in a bang-up sendoff arranged by managers E. G. Wollaston and Jack O'Rear through the Air Force Association. Music by the National Guard Band, searchlights in front of the theatre, and jet engine displays added color to the event which was attended by high-ranking officials of the Olmsted Air Force Base at Middletown and the Mechanicsburg Naval Depot. . . . B. J. Bispeck got good publicity for "Riffi" by entertaining the staffs of the city's radio and TV stations at a special showing and then publishing their endorsement with pictures of five of the city's D.J.'s. . . . Many school groups were entertained at the State during the showing of "War And Peace." Letters were written to all teachers in the Harrisburg area inviting them to bring their classes to see the movie at a special admission price.

Pittsburgh

Dick Crosby, manager, Plaza, Brownsville, Pa., entered the Army. . . . The Lou Hannas and the Bert Stearns hosted last month's family night at the Variety Club. . . . Bill Basle, Basle Brothers circuit, recently underwent plastic surgery, probably for the last time, as he recuperates

Union Seeks Extension Of New Welfare Program

PITTSBURGH—Moving Picture Operators Local 171 is seeking to spread a welfare program to 36 district independent theatres.

While contracts with the Allied Motion Picture Theatre Owners Association of Western Pennsylvania expired Aug. 31, negotiations are continuing, according to business agent James V. Sipe. Sipe explains that Local 171 seeks a program similar to that reached with the major circuits and 11 tri-state drive-ins earlier in the year.

These agreements established three-year pacts calling for 10 cents an hour increase for the first year and five cents additional in each succeeding year.

from a near-fatal auto accident months ago. . . . Phil Katz, SW publicity director, attended a circuit conference in New York. . . . The Alpine, Punxsutawney, Pa., reopened under the management of Bob Snyder. . . . The International, Crafton Heights, Pa., which inaugurates another season this month, has been renovated. . . . David Barnholtz, former film salesman, now is associated with the Forbes Travel Service. . . . Bill Mansell, central manager, Warners, was painfully injured when a power mower he was using accidentally cut into one of his feet, fracturing his toes. . . . Alex Manos, Manos circuit, was laid up as the result of a spinal disc slippage. . . . Film Arts Society, a Carnegie Tech group, is presenting an International Film Festival of eight motion pictures, and the Film Society, Johnstown, Pa., is inaugurating another season of 14 films from nine nations. . . . Frank S. Decker, 61, Allied Artists salesman in West Virginia, died in Huntington, W. Va.

Fred Solomon, retired industry veteran, underwent surgery in Allegheny General Hospital. He operated an independent theatrical poster service here for many years after leaving film distribution and the sound equipment business. . . . A second son was born in Allegheny General Hospital recently to Mr. and Mrs. David Weir. Father is a Warners salesman, and grandmother is Warners booker May Weir. . . . Patsy Martin, projection-

W. Va. Allied Head Retires From Industry

FAIRMONT, W. VA.—Don Shultz withdrew from the industry at the end of last month. Manager of the Lee here for a number of years, he served this year as president, Allied Theatre Owners of West Virginia. He had managed the Warner circuit's Virginia across the street from the Lee prior to going to the latter house. The Virginia has been dark for many months. The SW Fairmont is located a block from the Lee and Virginia.

Shultz was planning to announce a new association at an early date. It was expected he will remain in Fairmont. Frank J. Thomas, Pittsburgh, licenses and books for the Lee.

with *no* investment on your part
of money, time or effort . . .

BERLO WILL

**INCREASE YOUR NET
REFRESHMENT PROFITS!**

Whether you operate an indoor or drive-in theatre . . . in a big metropolitan area or a small neighborhood community . . . you'll earn more actual net profit when Berlo operates your refreshment stand than you can earn running it yourself! . . . You and your money will be completely free to operate and promote your theatre **FULL TIME!**

**BERLO TAKES CARE OF EVERY PROBLEM YOU HAVE . . .
all YOU do is CASH IN on net profits every month!**

- BERLO hires and trains your sales people — and supervises them.
- BERLO pays all salaries, social security, workman's compensation and unemployment taxes . . . does all your bookkeeping!
- BERLO buys, installs and services all finest concession equipment.
- BERLO, with over 40 years of successful vending experience knows what sells best and how to feature it for fast turnover!
- BERLO buys and stocks only first-quality merchandise . . . delivers it promptly . . . and keeps stocks tasty-fresh!
- BERLO supplies you with everything . . . from candy machines to complete Lobby Shops.
- BERLO pays for dramatic, hard-hitting sales promotion.
- BERLO gives you \$1,000,000 worth of public and product liability insurance.

LET US PROVE OUR STORY IN TEN MINUTES!

America's Best Concessionaire

Delivers The Highest Per-Capita Sales In The
Entire Amusement Field

Write or Call Collect . . . NOW!

Pennypacker 5-5966
(Philadelphia)



BERLO



VENDING COMPANY

A Division of A.B.C. Vending Corp.
333 SOUTH BROAD STREET, PHILADELPHIA 7, PENNA.
OFFICES EVERYWHERE

The A-MAN Corner

Theatre managers . . . assistant theatre managers . . . theatre advertising and publicity men . . . film buyers . . . film bookers . . . circuit executives . . . maintenance and equipment engineers. IF you* are looking for a job, . . . or IF you* are looking for a man, . . . just describe your needs in 25 words or less and send to "The A-MAN Corner." Add your name and address. Names and addresses will be published unless a box number is requested. All such "classified ads" will be published in three consecutive issues and then dropped. If success does not crown an original effort, it can be repeated through a new application after a 60-day interval.

This completely new EMPLOYMENT SERVICE is available to ALL theatres without reservation. It is not necessary to subscribe to MOTION PICTURE EXHIBITOR to avail yourself of this service. No other industry trade paper offers it! And it is completely FREE!

*A (WO)MAN is also welcome . . . but in this preponderantly male business, she should specify her sex.

CONVENTIONAL AND DRIVE-IN MANAGER, 9 years' experience, would like position in New England area. Would consider leasing small conventional theatre. Age 30, family man. **BOX A117**, c/o M. P. EXHIBITOR, 246 North Clarion St., Phila. 7, Pa.

MANAGER OF KEY CIRCUIT THEATRE seeks salary and percentage arrangement with drive-in or conventional operation. A-1 references. **BOX A1031**, c/o M. P. EXHIBITOR, 246 North Clarion St., Phila. 7, Pa.

Address all correspondence to—

The A-MAN Corner

Motion Picture Exhibitor
246 N. Clarion St., Philadelphia 7, Pa.

ist employed for a number of years at the Leona, Homestead, Pa., joined the downtown Warner as Cinerama's chief resident engineer. . . . Guy Christy is no longer connected with the Palace, Conneautville, Pa., which has been dark for a number of months. The theatre has been acquired by M. Komorowsky and was to be reopened last month.

David Ferguson, industry pioneer, is leaving the Pittsburgh Film Service as shipper. . . . With Bill Zeilor on sick leave, Fred Kunkle, Perry, is relieving him in the downtown Penn. Temporary manager in the Perry is Johnny Wood. . . . Mort Magill, Buena Vista district manager, was here from Philadelphia. . . . Steve Rodnok, Sr., Oakmont, Pa., exhibitor, was reported recuperating satisfactorily from surgery. . . . Phil Doyle, retired stagehands Local Three business representative, was confined to Presbyterian Hospital.

Warren Zoekler has taken over as manager, SW Ambridge.

St. Louis

George Barnett, former Georgia exhibitor, leased the Ritz, Crossville, Ill., from Delbert Wagner. He plans to reopen the house. . . . The Roxy, Stonington, Ill., was reported to have been closed indefinitely by operators Tom Hawbaker and Helen McCraven. . . . Harry Hynes, former U-I branch manager who retired recently after 50 years in the industry, was tendered a testimonial luncheon in the Hotel Chase by the Variety Club. . . . Twenty area theatres will stage Toys For Tots matinees on Nov. 17 to collect gifts for distribution to needy children at Christmas. The shows are being sponsored by the Better Films Council of Greater St. Louis in cooperation with the Marine Corps and the theatres. . . . French Miller, U-I salesman, was making a splendid recovery from a heart attack while confined to St. John's Hospital. . . . Larry Spalding, Flora, Ill., exhibitor who is a patient at the Illinois Sanatorium, Mount Vernon, Ill., can be visited Wednesday and Thursday. . . . Paul Davis is the new booker, Harrisburg Drive-In, Harrisburg, Ill.

San Antonio

Clasa Mohme screened "Con Quien Andan Nuestras Hijas," a color release, at the Josephine for members of the local Mexican consulate, press, exhibitors, and others from the film exchange. . . . Delmo Pearce, manager, El Charro Drive-In, has announced plans to build a new drive-in at El Paso, Tex., with construction expected to start within the next few weeks. . . . Zsa Zsa Gabor arrived here for the premiere of "Death Of A Scoundrel" at the Aztec. With her was Charles Martin, writer, producer, and director of the film released through RKO. . . . John O. Diaz, 58, member of the San Antonio Musicians Local 23, recently died here. He had played in orchestras in various downtown theatres when pit bands were used for stage shows. . . . Bob Lucchesse, Zaragoza Amusement Company, captained one of the winning teams in the Brackenridge Park pro-am golf tournament, sharing first place with a 68. . . . Bill Smith has taken over as manager, Roundup Drive-In, Angleton, Tex., replacing former manager Ed Westerbeck, who has resigned.

St. Louis Area Report Shows Less Houses Than '48

ST. LOUIS—A report from the U. S. Census Bureau, made public in Washington, compared motion picture conditions in the St. Louis metropolitan area in 1948 and 1954. It indicated the number of theatres dropped from 157 to 126, but that gross receipts increased from \$14,919,000 to \$15,256,000, while the total payroll dropped from \$4,102,000 to \$3,893,000.

In St. Louis, the number of houses decreased from 86 to 58, and gross income fell from \$9,858,000 to \$8,708,000. Total payrolls, however, increased from \$1,770,000 to \$2,360,000. In both periods, there were nine downtown theatres, but their total income dropped from \$2,932,000 to \$2,707,000, while payrolls increased from \$592,000 to \$754,000.

Smith was formerly of Port Smith, Ark., where he was manager of the 22 Drive-In. . . . The Carver, Wichita Falls, Tex., suffered minor damage from a fire which broke out in the rear of the building on a recent Sunday evening. No flames were visible from the outside, although thick plumes of smoke poured from ventilators. Firemen fought the blaze for about 30 minutes before putting it out. . . . R. T. Henley has been named manager, Trade-wind Drive-In, Texas City, Tex., according to Joe Brown, city manager for Long Theatre Circuit. Henley comes here from Meridian, Miss., where he was associated with the Royal. . . . Some 500 teenagers, bent on revenge, ran amok at Baytown, Tex., egg-and-feathering a theatre, barricading a city street, and beating a policeman with a club. The yelling gang, both boys and girls, commandeered a city dump truck, roused the town with a garbage can "tom-tom" dance, let air out of car tires and damaged two police patrol cars. The horde showed up at the Bay, where the manager, H. E. Brunson, has frequently called police for aid against rowdiness, and threw dozens of eggs at the theatre front. . . . Construction has started at Tyler, Tex., on a \$140,000 drive-in which will be known as The Apache Drive-In. It will be operated by Mr. and Mrs. Jack Miller. The drive-in will have a 650-car capacity with a dining terrace occupying 2,250 square feet.

Seattle

Northwest Releasing reports that it is bringing the Benny Goodman show to the Orpheum on Nov. 21. . . . National Theatre Supply is installing equipment in the Broadway, Portland, which is now undergoing changes for Todd-AO. . . . Raymond Massey was the principal speaker at a Citizens For Eisenhower luncheon in the Washington Athletic Club. . . . Reville Kniffin, 20th-Fox assistant division manager, Los Angeles, was a visitor. . . . In from his new home in Whittier was George De Wade, B. F. Shearer Company. . . . C. J. Rockey closed his Sno-King Drive-In, Alderwood Manor, Wash.

Washington

Loew's Capitol presented the Royal Danish Ballet on its stage. . . . George A. Crouch, Stanley Warner zone manager; Louis Ribnitzki booking department; and Frank La Falce, director of advertising and district manager for Stanley Warner locally, were in Philadelphia to attend a cocktail party welcoming Bernard Brooks as assistant zone manager to Ted Schlanger. . . . A. Dickson, 20th-Fox district manager, was a local visitor. . . . Jack Keegan, Columbia booker, resigned to join Equity Films as a salesman. . . . Tony Muto was honored with a farewell cocktail party by the 20th-Fox exchange staff before he took off for his duties in California as a producer for his company. . . . Jake Flax, Republic branch manager, was one of the head table personalities at the 18th anniversary dinner of the Variety Club of Baltimore. . . . RKO Keith's held open house in its lobby to teen-agers last week in connection with "Shake, Rattle, And Rock." Host of the party was Washington's favorite teen-age disc jockey Jay Perri, radio station WEAM.

CANDYDLY SPEAKING

IN ADDITION to the unique aspects which make it possible and practical to have elaborate and very successful refreshment operations in drive-in theatres, there is still another factor which can't be overlooked—merchandising. The operators of outdoor theatre concessions appear to have been able to grasp the importance of "selling" their merchandise in such a way as to attract more customers, and create an ever rising cents-per-person average.

ALTHOUGH THERE are many exceptions, it is still true that in most indoor situations little if any real effort is made to improve refreshment sales. We refuse to go along with the belief of some in the industry that drive-in people are "a different breed." Certainly the drive-in does not have a monopoly on the promotion-minded personnel. Apparently the only thing missing is the desire to get every possible penny (that quickly add up to dollars) from the extra profits operation.

AT A TIME when roofed theatres are finding the going rough, it seems to be a shame that more isn't being done to improve the refreshment situation. Theatre-men are very fortunate in that there are any number of organizations and firms willing and able to help support a merchandising program. In this issue, for example, there is a story about the Fall Popcorn Festival which is going on at the present time, describing how millions of dollars are being spent to make the public more popcorn-conscious. How many indoor theatremen are trying to cash in on this investment in time and money? We wonder.

If you operate a stand in a roofed house, ask yourself when was the last time you gave serious thought to the operation, to the appearance of the stand, to the introduction of new items, to the use of trailers and other promotional tools? The answer might prove to be very worth your while.

—ARNOLD FARBER.

Miss Reggie Dombeck, 1957 Popcorn Queen, is one of the pleasant ways in which the Popcorn Institute is helping to promote sale of this item.



Cooperating with THE COUNCIL ON CANDY OF THE NATIONAL CONFECTIONERS' ASSOCIATION

Popcorn Is A Nutritious Food

Cooperating with the
NATIONAL ASSOCIATION OF
CONCESSIONAIRES
Dedicated to serving the popcorn
and concession industries.

EXTRA PROFITS





He drops in regularly

to
help you
make
more
money!

The Coca-Cola Company representative who calls on you is the *only* national beverage-company representative who makes *regular* visits to your theatre. He's a trained specialist in every phase of theatre refreshment. Why not *profit* from his experience. Next time he drops in,

Ask him for these free services:

1. Complete drink analysis
2. Instruction and assistance in dispenser maintenance
3. Colorful, business-building advertising materials
4. Experienced help with personnel training, special promotions, all other elements of your refreshment business.

He'll be glad to help.

Information Explaining Why Vending Machines Have Become

Eloquent Silent Salesmen

BEFORE discussing the future of vending machines in theatres, I would like to take a few minutes to bring you up to date on the progress made in the automatic soft drink machine field. During 1956 there have been some very interesting new developments.

To begin with, the trend to more selective type machines that sell four, six, and even eight drinks, both carbonated and non-carbonated, became more evident than ever this year. Combined with this selectivity, which makes it possible to satisfy everyone's drink taste, dispensers which have illuminated plastic and other eye-catching front embellishments received the most attention from concessionaires. Whether in a dark auditorium or a well lighted lobby they attract patrons and sell more merchandise. These point-of-purchase attractions give the machine merchandising and buy appeal. Together with selectivity this feature can boost your grosses 40 to 50 per cent, and, of course, the cents-per-person averages increase accordingly. During the past few months animated plastic embellishments have been added to drink dispensers, and this innovation has in turn accounted for another jump in drink sales.

For years you have heard how modern drink dispensing equipment can increase your income and profits over older type machines. This fact has been proven time and again by such theatre chains as Loew's, RKO, Century, Randforce, Paramount, Brandt, Interstate, Alliance, Fox-Midwest, and many others. The glowing example this year was the Roxy, in New York. They replaced eight older type four-drink machines with five modern dispensers. Three of the machines were dual cup station eight-drink units

By Mel B. Rapp
Exec. Vice President, APCO, Inc.

and two were six-drink models. The dual station machines serve two lines of patrons at one time; this model also has two coin changers. According to Myron Levy, concession manager of the Roxy, these new machines have accounted for an increase of over 50 per cent in his volume, and his drink cents-per-person average has increased from 1.2 cents to 2.6 cents.

And while we are speaking of profits, here's a tip for you concessionaires who are operating four or five-year-old equipment. As you have no doubt amortized them and have written them off your books, why not trade in this older equipment towards the purchase of new modern soft drink cup dispensers? Ask the manufacturer whose vendor you purchase to invoice you for the full price of your new equipment, and you, in turn invoice the manufacturer for the traded in old machine. In that manner you will have made a capital gain on your old equipment! Every good businessman today is looking for a capital gain particularly where the new equipment will increase overall volume and profit.

Before leaving the subject of drink machines I must mention a new type of coin operated cup drink vendor which appeared on the market this year, a pre-mix type cup dispenser. In this unit, five or 10 gallon tanks of finished pre-mixed soft drinks are delivered to the machine and then dispensed in cups. This dispenser is also available in the manual or attendant type unit. It is my feeling that since the coin-operated pre-mix cup dispenser has a relatively small capacity at

the present time, with a maximum of only three flavors, that they will only be used in small houses. However, in the case of the *manual* type pre-mix, I feel these units will prove very popular in all types of drive-in theatres.

Now to the subject of "The Future And Importance Of Vending Machines," more especially as applied to theatres. I believe the answer can be summed up in a few well developed thoughts. We all know, and economists, banks, and investment houses tell us that automatic merchandising is one of the four growth industries in the United States today. This year of 1956 will see over two billion dollars worth of all types of merchandise sold through coin operated vending machines. It is an old adage in our industry that automatic merchandising equipment belongs wherever people work, play, or congregate. Vending machines have become a cinema fixture because of their profitable contribution to the concession earnings and their use must continue to increase each year because the concession dollar is so vital to the average theatre operation.

It is a familiar sight in the theatres across the country to have a soft drink, candy, cigarette and ice cream vending machine but I predict that just as industrial plants today have banks of vending machines selling a full line of hot foods, soups, salads, sandwiches, pastries, milk, coffee, hot chocolate and many other commodities that theatres, especially drive-ins will soon be doing likewise. Concessionaires and theatre operators should take advantage of this ever-expanding vending industry, and what it has to offer. Be sure you get your share of the two billion

(Continued on page EP-8)



The role being played by vending machines in the nation's drive-ins and roofed theatres is becoming increasingly important. One of the reasons is

the ever growing variety of these automatic dispensing units, as can be seen in this illustration which shows some of latest equipment from APCO.

SIX REASONS* for our claim that . . .

There have been some changes

1 • MOTION PICTURE EXHIBITOR *alone* showed an INCREASE in "*Average Total Paid Circulation*" with 117 MORE than six months ago.

(Publication "A", 214 LESS; Publication "B", 753 LESS; Publication "C", 110 LESS)

2 • MOTION PICTURE EXHIBITOR *alone* showed an INCREASE in "*Theatrical Exhibition-A*" (*Theatres and Theatre Executives*) with 80 MORE than six months ago.

(Publication "A", 340 LESS; Publication "B", 431 LESS; Publication "C", 291 LESS)

3 • MOTION PICTURE EXHIBITOR *alone* showed an INCREASE in "*Total Theatrical Exhibition*" (*All kinds*) with 82 MORE than six months ago.

(Publication "A", 301 LESS; Publication "B", 319 LESS; Publication "C", 328 LESS)

4 • MOTION PICTURE EXHIBITOR *alone* showed an INCREASE in "*Total Paid Circulation in the United States*" with 39 MORE than six months ago.

(Publication "A", 384 LESS; Publication "B", 801 LESS; Publication "C", 217 LESS)

P. S. We thank the Theatremen whose READERSHIP made the ab

ade in Trade Paper Readership!

5 • MOTION PICTURE EXHIBITOR *was tops*
during the past six months with 56.7% of all Net Paid Subscriptions purchased at "Basic Authorized Prices" or "Prices Higher Than Basic" (as compared to special 50% discounts, etc.).

(Publication "A", 54.8%; Publication "B", 19.7%; Publication "C", 30%)

6 • MOTION PICTURE EXHIBITOR *was nearly top*
during the past six months with 94% of all Net Paid Subscriptions purchased directly "By Mail to the Publisher" (A voluntary method as compared to the possible high pressure of agents, field selling staffs, and other personal solicitations).

(Publication "A", 74.9%; Publication "B", 96.8%; Publication "C", 81.2%)

*All of the above are mathematical conclusions drawn by the clerical staff of MOTION PICTURE EXHIBITOR from a contrast study of all pertinent A.B.C. Publisher's Statements, for the six month period ending June 30, 1956 as compared to the preceding six month period ending December 31, 1955. We are prepared to justify them, by delivering a set of all A.B.C. releases specified, and by spot-checking the results, at the desk of any qualified inquirer.

DON'T ACCEPT THESE "SIX REASONS" ON FAITH. MAKE US PROVE THEM!

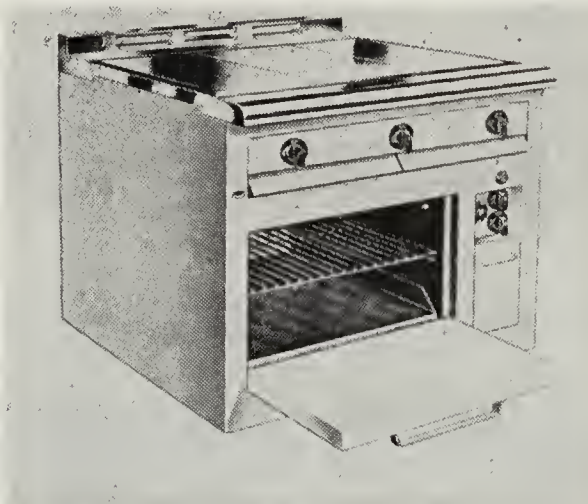
Durability And Economy Features Of New Range

CHICAGO—A new, durable "SUPERhot-top" range that handles up to 40 gallons of food in stockpots, at one time, has been added to the Hotpoint line of ranges, it was announced last week.

Presenting the new "SUPERhot-top" to the food-service industry, Leonard Smith, marketing manager for Hotpoint's commercial equipment department, said: "Here we have an electric kitchen machine in the SUPERrange (Hotpoint's top-priced range) class, designed especially for the operator whose budget is a governing factor.

"The new range offers a three-section cook-top, consisting of independently controlled hotplate sections, for sustained high-speed stockpot cooking at high or low heats. Each section has Calrod (R) heating units imbedded right in the cast iron for efficient heat transfer.

"This extra-touch cook-top will take years of punishing stockpot work with no decrease in efficiency or appreciable wear," Smith claimed. "With its 'sealed heat' oven base, it's a complete bulk-cooking, baking and roasting unit."



A handy size warming drawer is located under the surface units in the right of the "SUPERhot-top." This drawer keeps food warm until ready to be served, and is easily removed for cleaning, it was claimed.

A drip pan is located under the surface units in the left side of the range. Grease troughs, at front and rear of the hot-plate sections, drain into it. The drain is easily removed by sliding out.

Action And Color Used In New Helmco Units



CHICAGO—Something new in color has been added to fountain and restaurant merchandising. Helmco-Lacy, manufacturer of fast food service accessories, have produced a group of hot chocolate dispensers using a gold anodized finish. The new units, in three, six, and 12 quart sizes, also feature a moving wig-wag sign that combines with the new gold finish to attract customer comments and added sales volume of the ever more popular hot chocolate.

All three models of the new hot chocolate dispensers feature automatic "Dial-a-Heat" temperature control, automatic agitation, and fast flowing double-action faucets for fast and easy hot chocolate service. Heating is waterless and fully automatic; the units are UL approved and meet the Sanitary Code Requirements of the Board of Health. Simple construction allows easy cleaning and operation. Double action faucets strip down in seconds and reassemble without tools. The units are set on a circular base and use only 12 inches of back-bar for the largest models.

The sale of hot chocolate can be very profitable in theatres, conventional and drive-in.

A "Hot" Chocolate Item

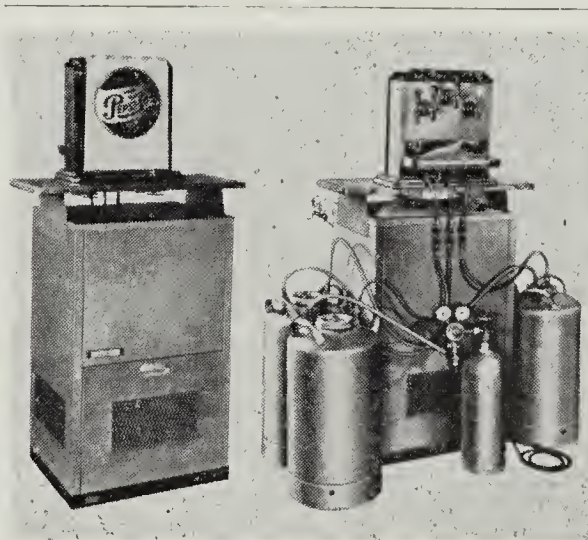
PHILADELPHIA — Blumenthal Brothers Chocolate Company announced the introduction of a new product, Buddy Bars, in five and 10 cent sizes.

Buddy Bars, molded bars of milk chocolate, have long been known in the trade as extra high quality milk chocolate penny bars. Because of the success of the penny bar, Blumenthal's have introduced the larger sizes.

The new bars will be wrapped in chocolate colored glassine and banded with a chrome coat paper. The five cent Buddy Bar will be packed 24 bars to an individual packer, 16 packers to the case. The 10 cent bar will come 12 boxes to the case.

Joseph Blumenthal, sales manager of the firm, announced that both bars will be molded extra thick. "Buddy Bars will give the consumer more actual chocolate than he gets in most nickel and dime bars, now on the market," said Blumenthal, "and we are especially proud of the high quality chocolate that we are using."

Buddy Bars will be available to the trade, through regular Blumenthal Brokers, for fall delivery. A full scale trade advertising and merchandising program will back up the introduction of the new bar.



A line of electrically-cooled, manually-operated premix dispensers was recently placed on the market by S and S, Inc. Capacity is nine gallons.

A Mixed Assortment

The following are short items about refreshment products and concession operation which may help the reader improve and increase his business:

Portion and cost control are easy to figure with frankfurters, according to Armour and Company, leading producers of this basic snack. The standard size is 10 to the pound, although they can be obtained in sizes ranging from cocktail midgets up to foot-long novelties. Be sure to figure average serving of one teaspoonful of ketchup, mustard and relish in with the food cost. Franks should be kept refrigerated until ready for use. Best holding temperature is between 38-40 degrees.

During the warm months you should thoroughly spray all walls, ceilings, and floors of your storage room at least once a month, giving particular attention to corners and the base of the walls. The spray used should be of a type that is non-toxic to humans. As often as possible try to clear the entire storage room and give everything a complete cleaning.

In the selling of buttered popcorn, top quality is very important. Only fresh, pure 100 per cent sweet cream butter (92 or 93 score with a low salt content) is generally recommended. Many customers prefer extra salt on buttered popcorn. It is suggested that a large salt shaker be kept next to the dispenser so that those who so desire, may help themselves.

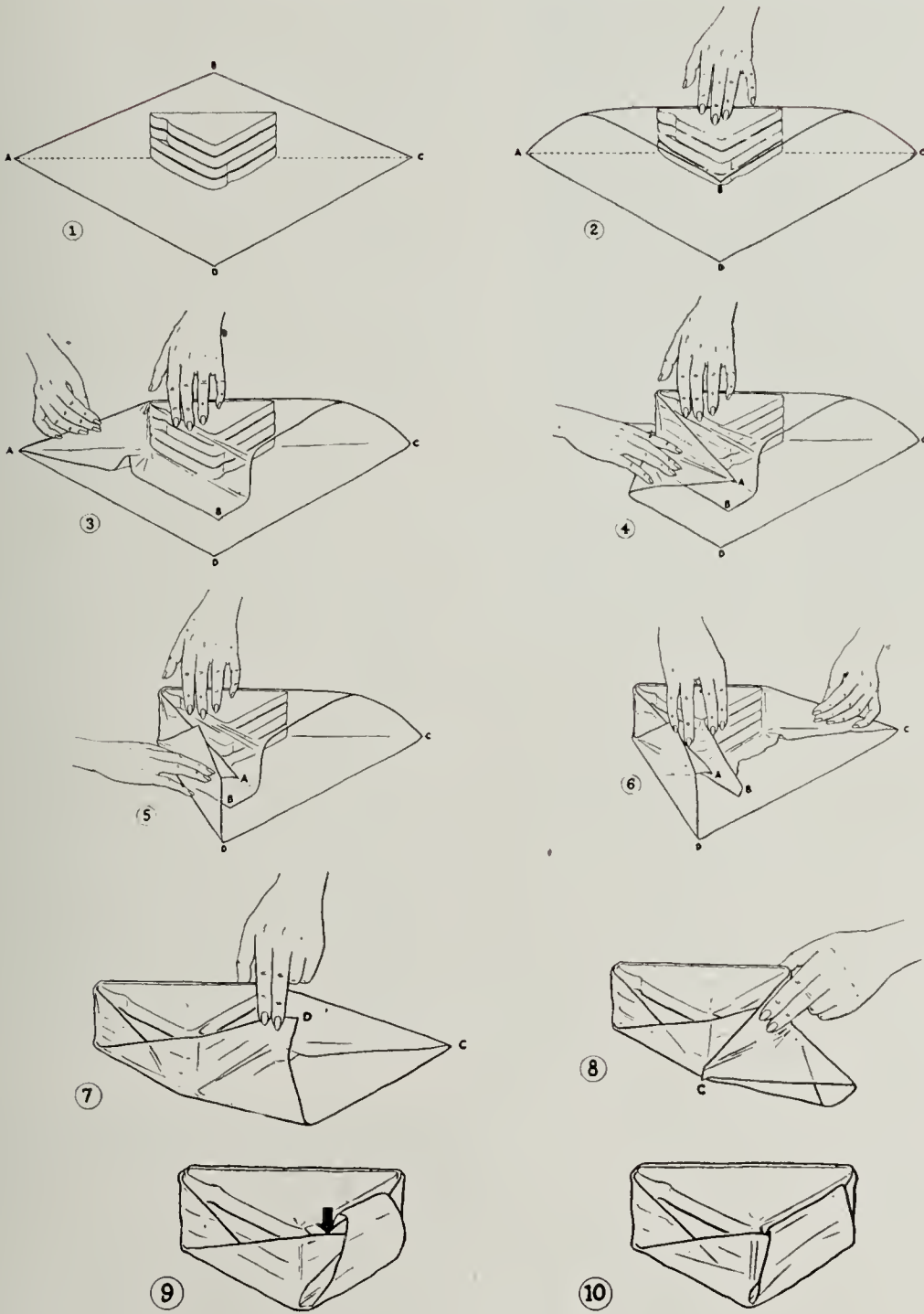
Trailers and slides advertising the refreshment service at drive-ins will boost sales if shown on the screen prior to the break. Transcriptions over the loudspeakers is another good merchandising stunt. Special gimmicks like posting selected license numbers or ticket numbers as winners of free refreshment items will also lure patrons to the stand. If you use such a device, make sure you post the numbers in the concession building so that the patrons have to enter to find out if they have won. It is very likely that a good number of the "losers" will make a purchase.

Large quantities of beverage syrups should not be kept on hand, most beverage firms agree, even though there might be a small saving by buying in large lots. Syrups should be bought a week's supply at a time, on the same day of every week, it is suggested. They should be protected against the natural hazards of heat and storage. For that reason, and to insure top quality drinks at all times, a week's purchase at a time is highly desirable. Beverage syrups should be stored in a clean dry place, away from hot-water pipes, steam lines, etc. Syrup bearing the oldest date of manufacture should be placed to the front of the storage bins, so that it will be used first.

Preparing Sandwiches

TAKE A 12 INCH SQUARE OF WAXED PAPER. . .

(Nine easy steps in wrapping diagonally-cut sandwiches in a self-sealing package)



TODAY, MORE AND MORE drive-in theatre refreshment operations are taking on the characteristics of full-scale restaurants. The type and variety of items sold have helped increase the profits from this important part of the theatre. However, it has also brought with it some of the problems found in restaurants.

A number of outdoor theatres have found it profitable to sell sandwiches. The public likes them because they are nourishing, and easy to eat or carry back to the car. Since most of the concession business is concentrated in a short refreshment break, it is almost mandatory that a stock of sandwiches be previously prepared and ready for serving. The proper wrapping of sandwiches helps keep them fresh and more attractive to the patron—therefore, more easily sold.

Halves of different kinds of sandwiches may be wrapped together to give a customer his choice of popular sandwiches. For instance, separate halves of tuna fish and cheese sandwiches might be wrapped together. The diagram, supplied by the Wheat Flour Institute, shows one of several ways to wrap sandwiches. Waxed transparent paper is used for a moisture tight seal to insure freshness and let the customer see what he is buying.

The waxed paper is folded up and over the cut side of the sandwich halves. Notice how the flap is tucked down along the crust edge. Folds are creased to make compact neat wrapping. See how the package is "self-sealed" in step 10.



get the
PLUS
.....
that only

pop-sit plus!

liquid popping oil
offers!

rich
butterlike flavor,
for your
popcorn!

PLUS

all these other advantages:

- golden color
- appetizing aroma
- fewer duds
- less cost per bag
- all-weather pouring
- measures accurately—no waste
- stores easily—no fire hazard

by the Popping Oil Specialists
To The Nation

Simonin, Philadelphia 34, Pa.

Multi-Million Dollar Popcorn Fall Festival Now In Full Swing

CHICAGO—The fifth annual Popcorn Fall Festival went into full action last month. The huge advertising and merchandising event is sponsored by The Popcorn Institute and a group of the nation's leading manufacturers of related food items and beverages. The promotion is being supported by a multi-million dollar campaign of advertising and merchandising, which, according to William E. Smith, executive director of The Popcorn Institute, will include all media such as television, radio, national magazines, newspapers, outdoor posters, publicity and direct mailings.

The selling impact of the huge push is tied directly to popcorn sales at theatre concession stands by novel point-of-sale pieces prepared by The Popcorn Institute. The displays feature wobbler sales builders which are unusual and effective popcorn sales aids.

The Institute is conducting a complete publicity coverage of newspapers and women service and shelter books. This includes photographs and new, easy-to-use recipes featuring popcorn. In addition, the Institute is augmenting the campaign by providing specially prepared radio and television scripts for 150 television and 250 radio stations for use by food demonstrators and home economists on network and local stations.

The related food and beverage manufacturers are gearing their fall advertising and promotional efforts to further insure the success of the program.

The Wesson Oil and Snowdrift Sales, Inc. is spear-heading their oil and popcorn campaign with four-color, full-page advertisements in the nation's leading national magazines beginning Oct. 14 and running through November. This will be supported by their two network TV shows. Two and one half million recipe folders will be distributed, tying in with the promotion. Consumers get a double offer of a "Party Planner" booklet and a money certificate good for \$3.50 on electric poppers. Wesson is providing a full line of store material including giant banners, posters, and price cards.

The theme "Popcorn Worth Its Salt is Worth Morton's," will be further exploited through extensive popcorn promotion of the Morton Salt Company. This campaign will include full-page, four-color ads appearing in the big consumer magazines. Morton will also feature a complete line of store material including giant banners, posters, as well as shelf talkers and price cards.

The team of popcorn and Coca-Cola will be promoted by extensive national advertising by the Coca-Cola Company in all important media. The Popcorn Institute is tying in with the Coca-Cola campaign through distribution by members of the Popcorn Institute of handsome 20 by 15 inch brand imprinted, full-color, point-of-purchase pieces.

Theatre concession operators were urged to cash in on the big promotion by contacting their popcorn suppliers immediately and obtaining the wobbler sales kits which are available at less than actual production cost.



Ben Smerling, president, Confection Cabinet Corp., cuts cake celebrating Hilda Victorson's 25 years with the concession firm. She recently retired.

New Line Of Premix Dispensers

LIMA, O.—A new line of electrically cooled, manually operated premix dispensers has been introduced by S and S Products, Inc. These compact, easy-to-operate units are well suited for use in drive-ins and concession stands.

S and S QuiKold electrically cooled Premix Dispensers are available in three models—with one draft arm for single flavor, with two draft arms for two flavors, and with three draft arms for three flavors.

Eloquent Silent Salesmen

(Continued from page EP-3)

dollars or more being sold through automatic vending. By careful study, planning and vision you can add more machines, new equipment, a wider variety of merchandise to your present line of automatic vendors—and remember, vending machines operate 24 hours around the clock. You have no help problems.

Next year two of the most reputable concessionaires in our business will be experimenting with portable self-contained flat car trailers. These will carry eight or 10 different type vending machines, and the "Mobile Snackshoppes" will be located in the far corners of drive-in theatres to eliminate that long walk by movie patrons to the concession stand.

Vending machines, or silent salesmen as they are sometimes called, give their best performances after the concession counter is closed. All of that "plus" business would be otherwise lost were it not for the vendors. The manufacturers of automatic merchandising equipment are spending hundreds of thousands of dollars each year in the engineering and development of new machines to help you add to your concession dollars. This year among the many new machines, you will see for the first time a fully automatic coin operated popcorn vendor that actually dispenses the popcorn in a large paper cup.

PPA Adopts New Popcorn Tester

CHICAGO—A new official measure for expressing popcorn poppability and quality has been developed by the Popcorn Processors Association for use by the entire industry.

William E. Smith, executive director of the Association, announced that starting last month popcorn processors began using the new measure.

The new tester is called the "Revised W.V.T. Tester," weight-volume tester. It is a measure of expansion expressed as cubic inches per pound of raw corn. The previously used O.V.T., official volume tester, used an arbitrary volume ratio in expressing expansion of popcorn popped. A plastic tube replaces the metal tube that was used in the O.V.T. tester. The revised W.V.T. tester, perfected after many months of research, was finally approved at a recent meeting of the Popcorn Processors Association. "Processors were warm in their praises of the new tester," Smith said. "By using the new W.V.T., popcorn people can now measure expansion and convert it to approximate realizable dollars per hundred-weight by merely knowing the cubic content of their popcorn box."

AGM Claims Patent Infringement

ALBERT LEA, MINN.—The American Gas Company, Inc., manufacturers of Scotsman ice machines, recently filed a patent infringement suit against the Cold Corporation of Chicago, which manufactures and sells ice flake making machines.

The suit was filed in Chicago's United States District Court, and Judge Knoch has been assigned to the case. A trial date will be fixed in the near future, it was said.

EXTRA PROFITS

Volume 11, Number 9 Nov. 14, 1956

EXTRA PROFITS appears every fourth Wednesday as a regular special feature department of MOTION PICTURE EXHIBITOR, and is devoted exclusively to the design, construction, maintenance, management, and exploitation of theatre vending equipment, vendable items and other profit producing adjuncts for efficient theatre operation. For further information, address MOTION PICTURE EXHIBITOR, published weekly by Jay Emanuel Publications, Inc. Publishing office: 246-48 North Clarion Street, Philadelphia 7, Pennsylvania. New York: 229 West 42nd Street, New York 36. West Coast Representative: Paul Manning, 8141 Blackburn Ave., Los Angeles, Calif.

Advisory boards—
Executives and heads of the concessions and vending departments of theatre circuits:

Leslie R. Schwartz, Andrews, Inc., New York; Bayard M. Grant, Durwood Theatres, Kansas City; C. Dale Fox, Fox Wisconsin Amusement Corporation Milwaukee; Frank C. Bickerstaff, Georgia Theatre Company, Atlanta; William O'Donnell, Interstate Theatres, Dallas; Raymond Willie, Interstate Theatres Dallas; Harold F. Chesler, Theatre Cooperative Candy Company, Salt Lake City; Miss Marie Frye, Tri-State Theatre Corporation, Des Moines; Louise Bramblett Wilkin Theatre Supply, Inc., Atlanta; Van Myers, Wometco Theatres, Miami, Fla.; J. J. Fitzgibbons, Jr., Theatre Confections Limited, Toronto, Ont.; Canada Morton G. Thalheimer, Jr., Neighborhood Theatre Inc., Richmond, Va.

Manufacturers, concessionaires, and other leaders in the candy, popcorn, and allied fields:

A. F. Rathbun, Fred W. Amend Company, Chicago; Harold Sharp, The Coca-Cola Company, New York; Marvin Spitz, American Royal Candies, Inc., Los Angeles; Vincent O'Brien, Armstrong Popcorn Company, Lake View, Ia.; Charles G. Manley, Manley Inc., Kansas City; W. B. Riley, Brack Candy Company, Chattanooga, Tenn.; Joseph Blumenthal, Blumenthal Brothers, Philadelphia; L. M. Shaw, Smith Brothers, Inc., Poughkeepsie, N. Y.; C. M. Said, McPhail Chocolate Company, Oswego N. Y.

ALLIED ARTISTS

Canyon River (5620) WESTERN 80M.

(CinemaScope) (Color by DeLuxe)

ESTIMATE: Okay western.

CAST: George Montgomery, Marcia Henderson, Peter Graves, Richard Eyer, Walter Sande, Robert Wilke, Alan Hale, John Harmon, Jack Lambert, William Fawcett. Produced by Richard Heermance; directed by Harmon Jones.

STORY: George Montgomery mortgages everything he owns to try and bring in some dairy cattle from Oregon which he hopes to cross breed with the long horns in the area to give better beef. He takes along his foreman, Peter Graves, who has a yen to own his own ranch and makes a deal with local badman Walter Sande to hijack the cows. Enroute, Graves is wounded by Indians and Montgomery walks miles to the home of young widow Marcia Henderson for help. His life is saved. Henderson and her young son, Richard Eyer, are having a rough time financially, and she is thinking of moving east. Montgomery buys his cattle and the only men available are ex-convicts headed by Alan Hale. He hires them and they work well, realizing they have been given a chance. He reluctantly signs on Henderson as cook. They realize they are in love. As the drive ends, Graves has a change of heart and battles Sande and his men, being killed, while Montgomery disposes of Sande.

X-RAY: There's lots that's standard here as well as a few angles that are unorthodox. Add 'em all together, throw in a fair story, average acting, direction, and production, colorful scenery, and the use of CinemaScope, and you've got an okay western that should round out the program well enough. The story and screen play are by Daniel B. Ullman.

AD LINES: "A Big Cattle Drive Means Trouble"; "Nobody Ever Took A Pretty Woman On A Cattle Drive Before; And A First Time Always Means Trouble"; "Thrills On The Open Range."

The Young Guns (5622) WESTERN 84M.

ESTIMATE: Program western.

CAST: Russ Tamblyn, Gloria Talbott, Perry Lopez, Scott Marlowe, Wright King, Walter Coy, Chubby Johnson, Myron Healey, James Goodwin, Rayford Barnes, Stanford Jolley. Produced by Richard Heermance; directed by Albert Band.

STORY: Russ Tamblyn finds it tough to live down the reputation of his late father, a gunman, especially the taunts and insults of deputy Myron Healey, embittered over the bandit slaying of his son, so Tamblyn decides to leave town. He goes to the well guarded lair of some thieves and killers and some young, boastful would-be gunslingers, where he meets Gloria Talbott and her three young brothers, Todd Ferrell, Rickey Sorenson, and Kim Charney. She awaits the return of their father, also a killer. Tamblyn is challenged by Perry Lopez and Scott Marlowe, gang leaders. He refuses to join their forces, fights and beats each before he can convince them he does not want to follow in his father's footsteps. He and Talbott fall in love and plan to leave with her brothers. Unknown to Tamblyn, the gang holds up a nearby bank. He convinces them to surrender and release Talbott's brothers, whom they had used for shields in the robbery. Then with Talbott and her brothers they leave for a future in a new environment.

X-RAY: There is an off-beat idea to be found in this yarn, and Russ Tamblyn is good at carrying the lead. There's also a goodly amount of action and some plot twists that will hold interest for the most

MOTION PICTURE

EXHIBITOR

SERVISECTION

The original Pink Section evaluations of features and shorts

Published weekly by Jay Emanuel Publications, Inc., Publishing office: 246-248 North Clarion Street, Philadelphia 7, Pennsylvania. New York: 229 West 42nd Street, New York City, West Coast Representative: Paul Manning, 8141 Blackburn Avenue, Los Angeles 48, California. Jay Emanuel, publisher; P. J. Greenhalgh, general manager; Albert Erlick, editor; Max Cedes, business manager; George Frees Nonemaker, feature editor; Mel Konecuff, New York editor.

SECTION TWO
VOL. 57 • No. 3

NOVEMBER 14, 1956

part. The acting is generally okay, and the direction and production adequate. It should round out the program well and western fans should approve. The screen play is by Louis Garfinkle. There is a song, "Song Of The Young Guns," heard. This bears a Legion of Decency "B" rating.

AD LINES: "They Learned To Shoot Before They Learned To Read"; "It Was Kill Or Be Killed From Boyhood On"; "You Had To Be Tough To Grow Up . . . And Tougher Still To Stay Alive."

AMERICAN IN'T.

Runaway Daughters

DRAMA
88M.

ESTIMATE: For the lower half.

CAST: Marla English, Anna Sten, John Littel, Adele Jergens, Lance Fuller, Mary Ellen Kaye, Gloria Castillo, Jay Adler, Steven Terrell, Nicky Blair, Frank Gorshin, Maureen Cassidy, Reed Howes, Anne O'Neal, Edmund Cobb. Executive producer Samuel Z. Arkoff; produced by Alex Gordon; directed by Edward L. Cahn.

STORY: Three girls are subjected to different pressures in their home lives. Marla English has parents who are on a continual party binge, John Littel, and Anna Sten, and the latter is not above a little flirting with other men. They give her every freedom possible and spoil her with wealthy gifts. Another has an overly-strict father who is always suspecting the worst about his daughter and he is fearful she will follow in the steps of her mother who deserted him for other men. The third has no home life to speak of, with her mother off seeking new husbands with whom to explore the world and only an ex-jailbird brother, Lance Fuller, around with his girl friend, Adele Jergens. The other kids taunt them at school and they run off. They steal a car and eventually wind up in a dime a dance joint run by Jergens, who tries to get them to go home. The one with the strict father finds she is to have a baby by a boy in the service who wants to marry her, and she finally agrees. Fuller's sister goes over a cliff during a wild ride to escape the police. English agrees to go home with Sten and Littel when they show up really changed.

X-RAY: An exploitation item, this could be sold along sensational lines for increased returns. The story is only fair as is the acting, direction, and production, and it can best serve as filler on the program where the exploitation angle can't be fully utilized. It has some moments of interest but much of the story is familiar. Lou Rusoff wrote the story and screen play. This is being sold as a "package" with "Shake, Rattle And Rock."

AD LINES: "The Story Of Three Girls Who Sought Freedom And Found Trouble"; "Who Is Responsible For Today's Runaway Daughters? Don't Miss This Intriguing Expose"; "Revolt Of The Teenagers!"

Shake, Rattle And Rock

DRAMA WITH
MUSIC
77M.

ESTIMATE: Exploitable programmer.

CAST: Fats Domino, Joe Turner, Lisa Gaye, Touch Connors, Sterling Holloway, Raymond Hatton, Douglas Dumbrille, Margaret Dumont, Tommy Charles, Anita Ray, Paul Dubov, Eddie Kafafian. Produced by James H. Nicholson; directed by Edward L. Cahn.

STORY: Touch Connors, who puts on a TV show for youngsters with some rock and roll, wants to help the neighborhood youngsters to channel their energies into useful projects and get a club building of their own. Some snobbish adults try to dampen their enthusiasm by getting up petitions and protests. The daughter of one of Connors' opponents is Lisa Gaye, in love with Connors. Things come to a head with a session in court with the judge and public getting a chance to review the question of rock and roll and the effect it has on youngsters, as well as some films showing dance crazes of the early twenties. The youngsters and rock and roll win, and Connors and Gaye decide to do something about a future together.

HERE are the Theatre Industry's

BEST

in Complete, and
Honestly Factual

REVIEWS

1000's of Theatremen back their dollars and judgment with these "solid" facts and estimates.

DON'T TAKE OUR WORD FOR IT!
CHECK 'EM AGAINST YOUR PLAYOFF!

X-RAY: Attempting to cash in on the rock and roll craze is this program entry that contains a familiar yarn, but also the music of Fats Domino, Joe Turner, etc., with such tunes as "I'm In Love Again," "Honey Chile," "Ain't It A Shame," "Sweet Love," "Feelin' Happy," and "Rockin' On Saturday Night." This, coupled with the title and a little extra selling, might convince the teeners to attend. Performances, direction, and production are only fair. The story and screen play are by Lou Rusoff. This is being sold as a "package" with "Runaway Daughters."

AD LINES: "Rock 'N' Roll Vs. The Squares"; "The Boppingest Jam Session You've Ever Seen"; "The Theatre Will Rock And Roll With The Hep Talents Of Fats Domino And Oother Top Artists Of The Latest Music Craze."

COLUMBIA

The Last Man To Hang (117)

DRAMA
75M.

(English-made)

ESTIMATE: For lower half.

CAST: Tom Conway, Elizabeth Sellars, Eunice Gayson, Freda Jackson, Hugh Latimer, Raymond Huntley, Margaretta Scott, Victor Maddern, Anthony Newley, Tony Quinn, Leslie Weston, Jack Lambert, Hal Osmond, Anna Turner, Harold Goodwin, Shelagh Fraser, Dan Cunningham, Walter Hudd, Bill Shine, David Horne, Russell Napier, Olive Sloane, Michael McKeag, Joan Newell, Thomas Heathcote, Joan Hickson, Ronald Simpson, Martin Boddey, Gillian Lynne, Harold Siddons, Maya Koumani, John Schlesinger, Conrad Phillips, Sheila Manahan, Rosamund Waring. Produced by John Gossage; directed by Terence Fisher; an A. C. T. Film Production.

STORY: When music critic Tom Conway falls in love with a singer, Eunice Gayson, his wife, Elizabeth Sellars, refuses to let him go and their marriage deteriorates. Sellars threatens to kill herself with a gun but Conway prevents this, with housekeeper Freda Jackson a witness. The doctor prescribes a sedative and Conway also gives her a sedative gotten from Gayson for himself. Sellars becomes unconscious and is hospitalized and declared dead. Conway is arrested and tried for her murder with Jackson almost hanging him with her testimony. The jury deliberates and argues and finally comes up with a verdict of not guilty. Back at the house, Jackson confesses to Conway, who is now convinced that he really loved Sellars, that his wife is alive and that she identified the wrong body at the hospital. She takes him to her and then surrenders to detectives.

X-RAY: The story here has some element of mystery, but it also is involved. The cast is average, as is the direction and production. Where necessary, it can round out the program on the lower half. The screen play is by Ivor Montague and Max Trelle based on the novel "The Jury," by Gerald Bullett.

TIP ON BIDDING: Lower rates.

AD LINES: "Man At The End Of His Rope"; "A Jealous Wife, Another Woman, Then—A Crime Of Passion"; "The Love Triangle That Became A Circle Of Rope!"

Suicide Mission (123)

DOCUMENTARY
70M.

(Filmed in Norway and Shetland Islands)

ESTIMATE: Lower half entry.

CREDITS: Leif Larsen and other members of the wartime organization play themselves; narration by Anthony Oliver; directed by Michael Furlong; a North Sea Films production.

STORY: Leif Larsen and others play themselves in this story of Norwegian fishermen who continually ran the German blockade during the war to bring supplies and agents to Nazi-occupied Norway, returning to the Shetland Islands with information and refugees. Among the latter is a 16-year-old lad who wants to join the men and their tiny ships. After a year of training he is old enough to do so. On his first voyage with Larsen, Nazi planes attack them and eventually sink the vessel after wounding many of the crew, including the boy, who dies in the open boat. The others reach the Norwegian coast eluding Nazi hunters and are hidden pending the arrival of a British motor torpedo boat which rescues them under cover of an air raid.

X-RAY: This has lots of documentary flavor to it despite the fact that it is a reenactment, and the use of non-actors assists in getting across the proper feeling of urgency and honest reaction. There are a number of thrilling moments and enough of interest for its short running time. It should round out the program in neat enough fashion. It was written and adapted by David Howarth, Sydney Cole, and Michael Forlong, from the book "The Shetland Bus" by Howarth.

TIP ON BIDDING: Lower rates.

AD LINES: "The First Motion Picture Adventure Ever Re-Enacted By The Heroes Who Actually Lived It"; "Filmed On The Storm-Swept North Sea Where It Actually Happened."

MGM

Marie Antoinette (708)

COSTUME DRAMA
149M.

(Reissue)

ESTIMATE: Reissue should have value as museum piece.

CAST: Norma Shearer, Tyrone Power, John Barrymore, Robert Morley, Anita Louise, Joseph Schildkraut, Gladys George, Henry Stephenson, Cora Witherspoon, Barnett Parker, Reginald Gardiner, Henry Daniell, Leonard Penn, Albert Van Deker, Alma Kruger, Joseph Calleia, George Meeker, Scotty Beckett, Merylyn Knorlden. Directed by W. S. Van Dyke, II.

X-RAY: When first reviewed in *THE SERVICISION* of August, 1938, it was said: "An historical drama with a spectacular production, this is tops in every detail and should be a big money maker. Norma Shearer . . . handles a most difficult role with fine artistry, and Robert Morely is a standout; Joseph Schildkraut is splendid; and flawless casting gives Tyrone Power, John Barrymore, all members of the cast their greatest acting opportunities. There is not a weak spot in the entire offering." MGM certainly reached far back into the vaults to grab this timeless costume drama for reissue. It still should be able to attract if honestly sold on its value as an example of film art of the past, and on its star values.

TIP ON BIDDING: Reissue price.

AD LINES: "Brought Back For You To Enjoy Once More"; "A Stirring Drama Of The French Revolution"; "A Cast Of Stars In One Of The Great Films Of All Times."

A Tale Of Two Cities (707)

DRAMA
128M.

(Reissue)

ESTIMATE: Reissue should have value as museum piece.

CAST: Ronald Colman, Elizabeth Allan, Reginald Owen, Blanche Yurka, Edna May Oliver, Basil Rathbone, Henry B. Walthall, Walter Catlett, Donald Woods, H. B. Warner, Fritz Leiber, Mitchell Lewis, Claude Gillingwater, Billy Bevan, Isabel Jewell, Lucille LaVerne, Tully Marshall,

Robert Warwick, Ralf Harolde, Fay Chaldercott, Billy Malyon, E. E. Clive, Lawrence Grant, John Davison, Tom Ricketts, Donald Haines, Barlowe Borland. Produced by David O. Selznick; directed by Jack Conway.

X-RAY: When first reviewed in *MOTION PICTURE EXHIBITOR* in December, 1935, it was said: "One of the 10 best of the year . . . Lives up to every prediction, emerges as one of the truly big pictures of the year . . . an accomplishment for which everyone in the studio can take bows . . . handsomely cast, well dressed, sweeping in its direction . . . a production that will get a two-fold result, raves from the critics; money at the boxoffice . . . Top-notch performance by Colman, others . . . Even the smallest bits have been given to well known feature players; result is a show that must be hailed with the best . . ." MGM reached way back into the vaults for this one, based on the story by Charles Dickens. It is still a fine example of film making. Its period costumes prevent it from being dated along those lines.

TIP ON BIDDING: Reissue price.

AD LINES: "Charles Dickens' Classic Now A Screen Masterpiece"; "A Cast Of Favorite Stars In One Of The Screen's All Time Greats"; "Brought Back For You To Enjoy Once More."

RKO

Death Of A Scoundrel (707)

DRAMA
119M.

ESTIMATE: Interesting drama has names and exploitable story values.

CAST: George Sanders, Yvonne DeCarlo, Zsa Zsa Gabor, Victory Jory, Nancy Gates, Coleen Gray, John Hoyt, Lisa Ferraday, Tom Conway, Celia Lovsky, Werner Klemperer, Justice Watson, John Sutton, Curtis Cooksey, Gabriel Curtiz, Morris Ankrum. Written, produced, and directed by Charles Martin.

STORY: International financier George Sanders is found dead in his apartment and his secretary, Yvonne DeCarlo, tells police what happened. Sanders came to America after being responsible for his brother's death abroad. He steals manufacturer Victor Jory's wallet from thief DeCarlo, whom he later hires as secretary. Successful stock manipulations earn him a fortune and many enemies, including John Hoyt, who blackmails him into giving him a partnership. Sanders bulls his way into society through the aid of Zsa Zsa Gabor and falls in love with her secretary, Nancy Gates, whom he aids in a stage career. His brother's wife comes to America and commits suicide, blaming Sanders, who is threatened with deportation. Even his mother refuses to aid him. DeCarlo expresses her love for him and he attempts to return money he has swindled from investors. Hoyt shoots him and is himself killed. Sanders dies with no one willing to forgive him.

X-RAY: Charles Martin deserves credit for an entertaining triple job of writing, producing, and directing. Performances are uniformly good and the bizarre tale, based according to some reports on the life of the late Serge Rubinstein, holds interest throughout, although its running time could have been shortened a bit with no harmful effects. There are several lighter moments and Sanders makes quite an engaging scoundrel. Extra effort in exploitation may be rewarded with better than average returns as the elements are present to please both sexes and appeal to a wide audience.

TIP ON BIDDING: Better program rates.

AD LINES: "Women Loved Him . . . Men Hated Him . . . Someone Killed Him";

"Ruthless, Irresistible, This Empire Builder Was Headed For The 'Death Of A Scoundrel'."

20TH-FOX

Oklahoma! (630)

MUSICAL
143M.

(A Magna Production)

(CinemaScope) (Technicolor)

ESTIMATE: High rating entertainment.

CAST: Gordon MacRae, Shirley Jones, Gloria Grahame, Gene Nelson, Charlotte Greenwood, Eddie Albert, James Whitmore, Rod Steiger, Barbara Lawrence, Jay C. Flippen, Roy Barcroft, James Mitchell, Bambi Linn. Directed by Fred Zinnemann; produced by Arthur Hornblow, Jr.

X-RAY: This was first reviewed in THE SERVESECTION of October, 1955 in its Todd-AO version, at which time, among other things, it was said: "... This is a filmization of a hit musical stage show, which has been successful wherever it has played for many years with the music from it almost a classic of the American scene. . . . The production lacks for little entertainment-wise in that it has an interesting yarn, fine music, wonderful performances by an ideally selected cast, humor, suspense, engaging dance sequences, colorful excitement, and excellent direction and production. It should please any and all viewers, despite its length." Music heard includes "Oh, What a Beautiful Mornin'," "The Surrey With The Fringe On Top," "Kansas City," "I Can't Say No," "Many A New Day," "Pore Jud," "Out Of My Dreams," "The Farmer And The Cowman," "All Er Nuthin'," "Oklahoma!," and "People Will Say We're In Love." The music is by Richard Rodgers and book and lyrics by Oscar Hammerstein, II. Agnes De Mille staged the dances, while the screen play was written by Sonia Levien and William Ludwig. Since it is now going out in CinemaScope, the review is reprinted for the record.

TIP ON BIDDING: Higher rates.

AD LINES: "Now At Popular Prices—The All Time Broadway Hit!"; "Now In CinemaScope At Popular Prices"; "One Of America's Greatest Musical Comedies."

Teenage Rebel (622)

DRAMA
94M.

(CinemaScope)

ESTIMATE: Interesting mother-daughter story should have family appeal.

CAST: Ginger Rogers, Michael Rennie, Mildred Natwick, Rusty Swope, Lili Gentle, Louise Beavers, Irene Hervey, John Stephenson, Betty Lou Keim, Warren Berlinger, Diane Jergens, Susan Luckey, James O'Rear, Gary Gray, Pattee Chapman, Wade Dumas, Richard Collier. Produced by Charles Brackett; directed by Edmund Goulding.

STORY: Betty Lou Keim, teenage daughter of Ginger Rogers, who had lost custody after a scandalous divorce action, comes to her mother for a visit. Rogers is now married to Michael Rennie, and the happy couple have a young son, Rusty Swope. Rogers fears that her first husband, John Stephenson, has turned Keim against her. Keim is rebellious and insulting, alienating neighbor Mildred Natwick and her teenage children, Diane Jergens and Warren Berlinger. Rennie bribes Berlinger to be nice to Keim, and the relationship develops into real friendship, with Keim melting also toward Rogers. Keim is invited to a dance by Berlinger, who is horrified when his former girl friend arrives from out of town to attend the dance with him. Humiliated, Keim demands to be returned

to her father. Rogers accompanies her. They find Stephenson remarried and anxious to be rid of the responsibility of a young daughter. Keim begs to return home with Rogers, and mother and daughter are reunited.

X-RAY: This is a filmization of a moderately successful Broadway play, "Roomful Of Roses," and while the new title packs a greater wallop, it is inclined to be misleading. The juveniles in this story are not delinquent as one might suspect, but extremely worthwhile products of good homes, and the problem attacked is that of a child hurt by divorce. There is considerable comedy, which helps keep the tale from becoming pure soap opera, and performances generally are fine, with Rogers, Keim, and Berlinger particularly outstanding. Family audiences should enjoy this although it may disappoint those led by the title and advertising to expect something more sensational. CinemaScope photography is fine. Screen play is by Brackett and Walter Reisch, based on the play by Edith Sommer. This bears a Legion of Decency "B" rating.

TIP ON BIDDING: Fair program rates.

AD LINES: "A Grown Up Picture For Grown Up Emotions"; "Recommended For Everybody But Parents With A Guilty Conscience"; "Every Daughter Should See 'Teenage Rebel'."

UNITED ARTISTS

The Peacemaker

WESTERN
81M.

(Makelim)

ESTIMATE: Religious western for dual-liners, small towns.

CAST: James Mitchell, Rosemarie Bowe, Jan Merlin, Jess Barker, Hugh Sanders, Taylor Holmes, Herbert Patterson, Robert Armstrong, David McMahan, Wheaton Chambers, Jack Holland, Nancy Evans, Philip Tonge, Dorothy Patrick, Harry Shannon. Produced by Hal R. Makelim; directed by Ted Post.

STORY: James Mitchell, new parson, arrives in town, finds it torn by strife between farmers and ranchers, pitted against each other by Jess Barker, buying up land for railroad right of way with Jan Merlin, his henchman. Mitchell tangles with Merlin and bests him in a fist fight, but finds his Bible-preaching peace talk of little avail until Barker tries a double cross on Merlin. This results in their eliminating each other, as Mitchell convinces the others that the Bible, instead of a gun, can be used to settle disputes. Mitchell also finds time to fall in love with Rosemarie Bowe, storekeeper's daughter.

X-RAY: This western with a decided religious overtone may get by in the neighborhood duallers and in the small towns, but it is definitely not for sophisticated, city first-run situations. There is a minimum of action, although the one fist fight is a good one, and there is an element of suspense and excitement as the farmers and the ranchers become stirred up against each other. Cast of newcomers acquit themselves nicely, and production is okay. This was written by Hal Richards and Jay Ingram.

AD LINES: "Action Plus Inspiration"; "The Powerful Story Of A Topgun Turned Parson"; "A Man Who Tried To Fight Fire With Faith!"

THE SERVESECTION is the only service of its kind giving a full coverage, listing, and reviews of all features and shorts in the domestic market.

U-International

Curucu, Beast Of The Amazon (5703)

MELODRAMA
76M.

(Eastman Color)
(Filmed in Brazil)

ESTIMATE: Exploitation programmer.

CAST: John Bromfield, Beverly Garland, Tom Payne, Harvey Chalk, Sergio De Oliveira, Wilson Viana, Larri Thomas. Produced by Richard Kay and Harry Rybnick; written and directed by Curt Siodmak.

STORY: John Bromfield, foreman of large plantations along the Amazon, is disturbed when scores of workers leave fearing the appearance of a legendary monster who has appeared in several places and killed several natives. He decides to track down the monster and is asked by American doctor Beverly Garland if she can come along to secure some of the substance used to shrink human heads. Guide Tom Payne leads them up the Amazon. En route, they come across ill native chief Wilson Viana whom Garland saves with an operation. Later, the porters flee when they think the monster is close. Bromfield has an encounter with the monster who turns out to be Payne in costume. They are captured by head-hunters and find that Payne is chief of the tribe. Before he can put them to death, Viana and his tribe come to the rescue.

X-RAY: There are some colorful settings filmed in Brazil as well as some impressive animal sequences, but when things get down to the story, acting, direction, and production everything becomes average once again. With some extra selling effort, additional people may be attracted to the boxoffice. It's okay for the program. This bears a Legion of Decency "B" rating.

TIP ON BIDDING: Program rates.

AD LINES: "Like Nothing Your Eyes Have Ever Seen Before"; "Trapped In The Forbidden Amazon Wilds"; "Actually Filmed In The Amazon Jungle."

Everything But The Truth (5704)

COMEDY
83M.

(Eastman Color)

ESTIMATE: Pleasant family divertisement.

CAST: Maureen O'Hara, John Forsythe, Tim Hovey, Frank Faylen, Les Tremayne, Philip Bourneuf, Jeanette Nolan, Paul Birch, Addison Richards, Barry Atwater. Produced by Howard Christie; directed by Jerry Hopper.

STORY: During a school campaign for "Boy Mayor," Tim Hovey reveals that he heard his uncle and guardian Barry Atwater had kicked back a sum of money to mayor Philip Bourneuf on a real estate transaction. The town is rocked on its heels, and Bourneuf tries to get Hovey to admit he lied and even suspends him from school, etc. His teacher, Maureen O'Hara, is convinced he told the truth and battles to clear him and get him reinstated. She even goes to battle before the state school board. Enroute, she meets popular syndicated columnist John Forsythe, who is attracted to her, but not her cause. She finds Bourneuf has been to the school board ahead of her and is then determined to get Forsythe to do something on Hovey. She accidentally knocks him out in her room and proceeds to write his column for him, stating Hovey's case. The results cause Bourneuf to sue the syndicate, other children to swing to Hovey's side and leave school, and a Congressional investigation. Hovey is branded a liar whereupon Atwater, conscience-stricken at what is happening to the boy,

admits the boy told the truth. The whole thing is cleared up. O'Hara and Forsythe look for a future together and to the adoption of Hovey.

X-RAY: There are quite a number of chuckles to be found here as well as a lightweight plot that is intended to amuse family audiences. It succeeds for the most part. The cast is suitable, and the direction and production efficient and in keeping with the film's requirements. It should do okay as part of the program. The screen play is by Herb Meadow. A sneak preview audience seemed to be adequately entertained.

TIP ON BIDDING: Program price.

AD LINES: "Want To Start Something? Tell Nothing But The Truth For A While"; "Fun For All The Family As A Youngster Decides To Tell Everything And Nothing But The Truth."

The Mole People
(5702)

SCIENCE FICTION
DRAMA
78M.

ESTIMATE: Exploitation programmer.

CAST: John Agar, Cynthia Patrick, Hugh Beaumont, Alan Napier, Nestor Paiva, Phil Chambres, Rod Redwing, Arthur Gilmore. Directed by Virgil Vogel; produced by William Alland.

STORY: While on an archaeological expedition in Asia, John Agar, Hugh Beaumont, Phil Chambres, and Nestor Paiva discover an ancient temple. Chambres falls into a deep hole and disappears. The other three use their ropes to go down the hole which is then blocked by a landslide. Chambres is found dead. The others are captured by underground dwellers, and high priest Alan Napier sentences them to death until Agar uses his flashlight which stuns his captors since they cannot stand light. They are thought to be from the Gods and welcomed, with Cynthia Patrick given them as a slave. She resembles them more than the others. When Napier convinces the others the outlanders should be killed, the mole people revolt, killing most of their masters. Agar, Beaumont, and Patrick get away through a chamber that contains light from the sun's rays which leads them to the outside. Agar and Patrick will share the bright world and the future together.

X-RAY: With a little extra selling and, perhaps, a costume or two, some houses may do better than others, especially where fans go for this science fiction mumbo jumbo. The story is fairly interesting and the acting, direction, and production adequate. The screen play is by Laszlo Gorog.

TIP ON BIDDING: Program rates.

AD LINES: "Deep Inside The Earth—A Lost Civilization—A Million Years Old"; "Terrifying Monsters From A Lost Age"; "Horror Crawls From The Depths Of The Earth."

WARNERS

The Girl He Left Behind
(605)

COMEDY
DRAMA
103M.

ESTIMATE: Highly amusing entry.

CAST: Tab Hunter, Natalie Wood, Jessie Royce Landis, Jim Backus, Henry Jones, Murray Hamilton, Alan King, James Garner, David Janssen, Vinton Hayworth, Wilfrid Knapp, Les Johnson, Raymond Bailey, Florenz Ames, Fredd Wayne, Ernestine Wade. Directed by David Butler; produced by Frank P. Rosenberg.

STORY: Tab Hunter has two goals in his immediate future, to try and get Natalie Wood to marry him and to stay out of the way of the Army draft. The latter is easy if he remains high in his class. The former is not so easy for while she loves him she is upset by his lack of maturity and

willingness to accept things the easy way. They quarrel. His grades drop and before he knows it he's in the Army which he hates from the first day. He sets about riling his superiors and finds technical loopholes to question most commands, etc. His neglect to detail and duty soon has others in his barracks penalized, and even they begin to hate him. He saves the life of fellow soldier Alan King during grenade practice; but shrugs it off. His mother, Jessie Royce Landis, who has always spoiled him, arrives on the post when he has a messy cleaning job to do and before she is through he is given a two-day pass. He prevails on Wood to spend the time with him. Later, during firing practice, several small boys are almost killed by shells because he doesn't pay attention. The captain, David Janssen, at this point gives up and is quite willing to see he gets a discharge without honor. A few of his friends try to talk him out of it to no avail. Along comes a battle exercise, and Janssen in a final try makes Hunter acting corporal in charge of a unit to select a company command post. Three of his men go wrong and he saves them before shells hit. During the maneuvers, he gets a new outlook on life and begins to take his soldiering seriously so that eventually he wins his stripes and is on hand to welcome new draftees just as he was once welcomed. Everybody is proud of him now.

X-RAY: Mark this down as good entertainment that should please most who see it. Those that were in the Army will appreciate it. Those that have to go in will learn from it. Those who like their entertainment light most of the way will go for it. There's romance for the femmes, action for the kiddies, and drama and humor for the others. The cast is very good with particular notice due Tab Hunter, Natalie Wood, and the others, including Murray Hamilton who plays the modernized sergeant with the proper vim, vigor, and resignation. Direction and production are in the better category, with the story holding interest pretty much throughout. The screen play is by Guy Trosper based on a book by Marion Hargrove, specialist on matters of the Army.

TIP ON BIDDING: Higher program rates.

AD LINES: "He Didn't Want To Join The Army; And He Let Everybody Know It Pretty Quick"; "Fun For All As An Unwilling Draftee Becomes Another Army Private"; "He's In The Army, Now!"

FOREIGN

Inside A Girls' Dormitory

COMEDY
MELODRAMA
100M.

(Ellis)

(French-made) (English titles)

ESTIMATE: Amusing French who-done-it.

CAST: Jean Marais, Françoise Arnoul, Denise Grey, Jeanne Morceau, Noël Roquevert. Produced by Les Films E.G.E.; directed by Henri Decoin.

STORY: Young, handsome detective Jean Marais arrives and takes over the investigation of the murder of one of the pupils in Denise Grey's exclusive girls' private boarding school. He succeeds where his middle-aged superior had failed, due to the girls, particularly Françoise Arnoul, falling for him. The clue to the murderess, one of the teachers, whose clandestine love affair with a purveyor of pornographic photographs the dead girl threatened to expose, is brought about when Marais has some motion picture film taken by the dead girl developed and shown to the entire school.

X-RAY: This lightweight import should do okay in the foreign spots and in some exploitation houses. It has a provocative title, and its locale lends itself to some

fine Gallic wit. Marais is fine in the detective role, and others lend good support, including the 16 or more beautiful young girl pupils.

AD LINES: "Strange Love Sets The Pace For This Most Unusual Mystery"; "Intimate Details Of Life In A French Boarding School"; "A Sex-Spiced Mystery."

The Shorts Parade

FOUR REEL

Color Travel

CHASING THE SUN. Warners—Special Featurette. 36m. This Andre De LaVarre color subject is excellent photographically and as a travel subject although most of the material has been seen before. A Viennese artist comes to Florida to find new subject matter for his brushes. He sees Miami Beach, Cypress Gardens, the monkey jungle, jungle gardens, flamingos, dog races, Everglades National Park, alligator farm wrestling, snake farm, fishing grounds, bass, saw fish, porpoises, parrot jungle, underwater ballet, water skiing, etc. The subject is fast moving with a variety of shots covered, and it holds the interest although running time is longer than usual. **GOOD.** (4911).

THREE REEL

CinemaScope Color Documentary

THE BATTLE OF GETTYSBURG. MGM—CinemaScope Special. 30m. This Eastman Color tribute to America's greatest battleground was written and produced by Dore Schary and directed by Herman Hoffman. It is a documentary subject in which no live actors appear. The film was made in Gettysburg's famous area with the ingenious use of photography, music, and sound effects and a narrative spoken by Leslie Nielsen re-creating the historic Civil War battleground from some of the 2,500 statues, monuments, and photographs of the action. This should have an appeal to all, especially those who have not been able to visit this famous shrine. It is a new technique in film making. **EXCELLENT.** (A-801).

TWO REEL

VistaVision Color Travel

VISTAVISION VISITS AUSTRIA. Paramount—VistaVision Special. 17m. Scenic highlights in Austria are seen here in impressive fashion utilizing both VistaVision cameras and color by Technicolor. Aside from the breathless mountain views, there are scenes from the various cities, where the music composers lived and worked, where the people live and play, and some of the historical sites. **EXCELLENT.** (VV15-4).

ONE REEL

Color Cartoons

BILLPOSTERS. RKO—Walt Disney Classic Cartoon Reissues. 8m. When first reviewed in THE SERVISSECTION of May, 1940, it was said: "Donald Duck and Goofy set out to plaster the countryside with advertising posters and meet with their customary misadventures. A windmill's whirling sails baffle Goofy and give him a buffeting about, while Donald gets involved with a goat who eats the posters

(Continued on page 4256)

JUST A REMINDER

• • These PINK "SERVISECTIONS" are the industry's oldest and most reliable means of establishing a file of reference data that becomes more valuable with each passing month and year. . . . Published every-second-week (26 forms each year) they are compiled and indexed by the Film Season starting with the first issue of September and ending with the last issue of August. . . . Separately bound and separately numbered, the last page of each form always indexes all Features reviewed since the start of the particular season, and the preceding "SERVISECTION" page on which any review may be found. . . . Reviews of Short Subjects are indexed at regular intervals. . . . At the end of each Film Season you will have accumulated a complete and detailed history of all film distributed in it, for your later use in locating reissuable or replayable product.

COMPLETE BACK SEASONS—are available to Subscribing Theatres at 52c per set!

. . . plus the fact that this is the ONLY*
reviewing service in the entire trade press
that gives detailed analytical reviews to
ALL Features and ALL Shorts distributed
during any particular Film Season!!!

*THIS WE WILL BE HAPPY TO PROVE THROUGH A CONTRAST STUDY OF PAST SEASONS!



AND . . .

For those Subscribing Theatres who wish to save and classify by seasons . . .

THE "Service-Kit" RING BINDER

will adequately house 2 Film Seasons (52 forms)

This sturdy, stiff-backed, 3-ring, loose-leaf binder is covered in dark blue levant grain Fabricoid that guarantees a long and useful life. The size is 10½ x 12¾ inches to fit these forms.

PRICE: **\$1.25** ea. (Including postage and delivery to the Subscriber) ALL SALES PREPAID

ALPHABETICAL GUIDE To 115 Features Reviewed Since The Sept. 5, Issue

This Index covers features reviewed thus far during the 1956-57 season in addition to features of the 1955-56 season reviewed after the issue of Sept. 5, 1956.—Ed.)

A	
AMAZON TRADER, THE—41m.—Warners	4220
AROUND THE WORLD IN 80 DAYS—173m.— UA-Todd-AO	4243
ATTACK—107m.—United Artists	4217
AUTUMN LEAVES—108m.—Columbia	4214
B	
BACK FROM ETERNITY—97m.—RKO	4227
BAD SEED, THE—129m.—Warners	4220
BAGDAD AFTER MIDNIGHT—60m.—Sonney	4245
BEST THINGS IN LIFE ARE FREE, THE—104m.— 20th-Fox	4234
BETWEEN HEAVEN AND HELL—94m.—20th-Fox	4238
BEYOND A REASONABLE DOUBT—80m.—RKO	4227
BOOM TOWN—120m.—MGM	4242
BOSS, THE—89m.—United Artists	4217
BRAVE ONE, THE—100m.—RKO	4231
BURNING HILLS, THE—92m.—Warners	4220
C	
CALLING HOMICIDE—61m.—Allied Artists	4225
CANYON RIVER—80m.—Allied Artists	4249
CHA-CHA-CHA BOOM—72m.—Columbia	4229
CIRCUS GIRL—88m.—Republic	4216
CRY IN THE NIGHT, A—75m.—Warners	4220
CURUCU, BEAST OF THE AMAZON—76m.—U-I	4251
D	
DANCE HALL RACKET—62m.—Weiss	4235
DANIEL BOONE, TRAIL BLAZER—76m.—Republic	4243
DEATH OF A SCOUNDREL—119m.—RKO	4250
DOCTORS, THE—92m.—Union	4244
E	
EARTH VS. THE FLYING SAUCERS—83m.—Columbia	4214
EDDY DUCHIN STORY, THE—123m.—Columbia	4214
EVERYTHING BUT THE TRUTH—83m.—U-I	4251
F	
FINGER OF GUILT—84m.—RKO	4238
FIRST TRAVELING SALESLADY, THE—92m.—RKO	4215
FLESH MERCHANT, THE—59m.—Sonney	4227
FLIGHT TO HONG KONG—88m.—United Artists	4234
FLYING LEATHERNECKS—102m.—RKO	4215
FRENCH CAN CAN—93m.—UMPO	4244

FRIENDLY PERSUASION—140m.—Allied Artists	4229
FRONTIER GAMBLER—70m.—Associated	4214
G	
GAMMA PEOPLE, THE—79m.—Columbia	4225
GIANT—198m.—Warners	4239
GIRL HE LEFT BEHIND, THE—103m.—Warners	4252
GUN BROTHERS—79m.—United Artists	4217
H	
HE LAUGHED LAST—77m.—Columbia	4230
HOLD BACK THE NIGHT—80m.—Allied Artists	4213
I	
INSIDE A GIRLS' DORMITORY—100m.—Ellis	4252
IS YOUR HONEYMOON REALLY NECESSARY— Brenner	4244
IT CONQUERED THE WORLD—71m.—American Int.	4245
J	
JULIE—97m.—MGM	4237
K	
KILLERS, THE—101m.—U-I	4227
L	
LAST MAN TO HANG, THE—75m.—Columbia	4250
LAST WAGON, THE—99m.—20th-Fox	4216
LUST FOR LIFE—122m.—MGM	4226
M	
MAN FROM DEL RIO—82m.—United Artists	4239
MARCELINO—90m.—UMPO	4245
MARIE ANTOINETTE—149m.—MGM	4250
MEN OF SHERWOOD FOREST—77m.—Astor	4214
MIAMI EXPOSE—73m.—Columbia	4214
MOLE PEOPLE, THE—78m.—U-I	4252
MOUNTAIN, THE—105m.—Paramount	4231
N	
NAKED HILLS, THE—73m.—Allied Artists	4229
1984—91m.—Columbia	4214
O	
ODONGO—85m.—Columbia	4230
OKLAHOMA!—143m.—20th-Fox	4251
OPPOSITE SEX; THE—117m.—MGM	4226
P	
PAPA, MAMA, THE MAID AND I—94m.—Columbia	4241
PEACEMAKER, THE—81m.—UA	4251
PHANTOM HORSE, THE—90m.—Harrison	4220
PORT AFRIQUE—92m.—Columbia	4225
POWER AND THE PRIZE, THE—98m.—MGM	4226
PRIVATE'S PROGRESS—96m.—DCA	4214
R	
REBECCA—129m.—20th-Fox	4216
REPRISAL—74m.—Columbia	4230
ROGUES OF SHERWOOD FOREST—80m.—Columbia	4241
RUNAWAY DAUGHTERS—88m.—American-Int.	4249

S	
SCREAMING EAGLES—81m.—Allied Artists	4213
SEARCH FOR BRIDEY MURPHY, THE—84m.— Paramount	4237
SECRETS OF LIFE—75m.—Buena Vista	4241
SECRETS OF THE REEF—72m.—Continental	4245
SEVENTH CAVALRY, THE—75m.—Columbia	4241
SHAKE, RATTLE AND ROCK—77m.—American-Int.	4249
SHARKFIGHTERS, THE—73m.—United Artists	4244
SHE CREATURE, THE—77m.—American Int.	4245
SHIP THAT DIED OF SHAME, THE—91m.—Continental	4220
SILENT WORLD, THE—86m.—Columbia	4230
SLEEPING CITY, THE—84m.—U-I	4227
SOLID GOLD CADILLAC, THE—99m.—Columbia	4214
SPELL OF THE HYPNOTIST—78m.—Exploitation	4221
SPIN A DARK WEB—76m.—Columbia	4230
STAGECOACH TO FURY—76m.—20th-Fox	4238
STORM CENTER—85m.—Columbia	4214
STRANGE ADVENTURE, A—70m.—Republic	4243
SUICIDE MISSION—70m.—Columbia	4250
T	
TALE OF TWO CITIES, A—128m.—MGM	4250
TEA AND SYMPATHY—122m.—MGM	4231
TEAHOUSE OF THE AUGUST MOON, THE— 123m.—MGM	4242
TEENAGE REBEL—94m.—20th-Fox	4251
TEN COMMANDMENTS, THE—219m.—Paramount	4237
TEN TALL MEN—97m.—Columbia	4242
TENSION AT TABLE ROCK—93m.—RKO	4231
THIRD MAN, THE—104m.—20th-Fox	4243
THUNDER OVER ARIZONA—75m.—Republic	4216
THUNDERSTORM—81m.—Allied Artists	4213
TOWARD THE UNKNOWN—115m.—Warners	4234
TO THE ENDS OF THE EARTH—108m.—Columbia	4242
U	
UNGUARDED MOMENT, THE—95m.—U-I	4217
UNTAMED MISTRESS—70m.—Armond	4245
V	
VAGABOND KING, THE—88m.—Paramount	4215
VIOLENT YEARS, THE—61m.—Phoenix	4239
W	
WALK THE DARK STREET—74m.—Dominant	4245
WAR AND PEACE—208m.—Paramount	4215
WEREWOLF, THE—83m.—Columbia	4214
WETBACKS—88m.—Gibraltar	4246
WHITE SQUAW, THE—75m.—Columbia	4242
WRITTEN ON THE WIND—99m.—U-I	4234
Y	
YANG KWEI FEI—92m.—Buena Vista	4141
YAQUI DRUMS—71m.—Allied Artists	4225
YOU CAN'T RUN AWAY FROM IT—95m.—Columbia	4237
YOUNG GUNS, THE—84m.—Allied Artists	4249

(The running time carried in this listing represents the latest corrected time of each feature. While every effort is made to keep the listing accurate, features are often subject to editing after being reviewed. Readers are advised to check the time with the local exchange—Ed.)

The Shorts Parade

(Continued from page 4252)

and paste. The goat gets angry and butts the two of them all over the landscape. GOOD." (74105).

FRIGHT FROM WRONG. Paramount—Caspar Cartoons. 6m. Three roughneck ghosts decide that Caspar is too friendly for a ghost and they decide to convert him by feeding him some "Mean Pills." He turns on them and plays all kinds of tricks on them until they howl for mercy and flee. Caspar then confesses to the camera that he never really took the pills but decided to teach the others a lesson. GOOD. (B16-1).

LINE OF SCREAMAGE. Paramount—Caspar Cartoons. 6m. Caspar, looking for someone to be friends with, comes across Billy, a small boy who wants to play football with his older brother and his friends. He eagerly accepts Caspar as friend and playmate. During the big game, the brother and his players come up against a bigger and rougher team and are soon short of substitutes. Billy is given a chance. With Caspar's aid, he soon has the score even and wins it for them. GOOD. (B15-6).

PARLEZ VOUS WOO. Paramount—Popeye Cartoons. 6m. Olive Oyl is romantically inclined toward a French TV charmer and Popeye has difficulty pulling her away from the set. Bluto overhears this and disguises himself as the TV romancer. He woos her until his disguise is discovered and he and Popeye have a battle royal. With the aid of ever-ready spinach, Popeye conquers in the end and

even murmurs words of romance in French. GOOD. (E16-1).

PLUTO'S PLAYMATE. RKO—Walt Disney Classic Cartoon Reissues. 8m. When first reviewed in *THE SERVICESECTION* of February, 1941, it was said: "Pluto is having some fun chasing a ball until a baby seal comes along to plague him. While chasing the seal, Pluto gets all wrapped up in an octopus. The seal saves him and Pluto has a new friend. EXCELLENT." (74106).

SIR IRVING AND JEAMES. Paramount—Noveltoons. 7m. An English lord, Sir Irving, is told by his faithful valet Jeames that he would like to retire on a pension, but Sir Irving doesn't want to hear of it. One thing leads to another and Jeames finally persuades his lordship to retire him on a generous stipend. Sir Irving even winds up working for Jeames as his valet. GOOD. (P16-1).

THERE THEY GO-GO-GO. Warners—Merrie Melodies. 7m. A coyote is out to catch a road-runner and sets all manner of booby traps. They all back-fire and the coyote, of course, winds up both a glutton for punishment and worse for wear. FAIR. (4704).

WIDEO WABBIT. Warners—Bugs Bunny Specials. 7m. Bugs Bunny gets a job on Elmer's TV program, his express purpose being to show how to get shot. Bugs, however, has other ideas and leads Elmer a merry chase. They get mixed up on other familiar TV programs. GOOD. (4724).

YANKEE DOOD IT. Warners—Merrie Melodies. 7m. The fable of the shoemaker and the elves is used to illustrate a minor

lesson in business economics. Some familiar cartoon characters are involved, but the message here gets away from the cartooning. This is more serious than funny. FAIR. (4703).

Novelty

CAFE SOCIETY. Columbia—Cavalcade Of Broadway Reissue. 11m. When first reviewed in *THE SERVICESECTION* of January, 1950, it was said: "Earl Wilson, columnist, master of ceremonies, introduces entertainers performing at one of New York City's Cafe Society. Seen are Johnny Bothwell and band, Patricia Bright with imitations, comic Gene Baylos, and baritone Ronald Richards singing 'Skyscraper Blues.' GOOD." (1951).

CANDID MICROPHONE. Series 3 Number 3. Columbia Reissue. 10½m. When first reviewed in *THE SERVICESECTION* of March, 1951, it was said: "This follows the series pattern with Alan Funt planting his microphone and hidden camera in various spots and allegedly catching people unawares. He forces a customer to buy a baby bottle sterilizer, attempts to concoct a super ice cream sundae, and tangles with a floor polisher. GOOD." (1551).

Sports

HERMAN HICKMAN'S FOOTBALL REVIEW. Paramount—Topper. 10m. Ex-coach Herman Hickman picks his best for 1955 and some highlights from the following games are seen: Notre Dame-Navy; Michigan State-Michigan; Michigan-Army; TCU-Mississippi; Georgia Tech-Auburn; Georgia Tech-Pittsburgh; Maryland-UCLA. GOOD. (M15-6).

A.A.	COLUMBIA	M.G.M.	PARAMOUNT	R.K.O.	REPUBLIC	20th-FOX	U.A.	UNIVERSAL	WARNERS	MISC.
Three For Jamie Dawn Richard Carlson, Laraine Day, Ricardo Montalban	Cha-Cha-Cha Boom! Perez Prado and Mary Kaye Trio	Somebody Up There Likes Me Paul Newman, Pier Angeli	That Certain Feeling (VV-TC) Bob Hope, Eva Marie Saint	King Kong (RE)	The Maverick Queen (Trucolor) (Naturama) Barbara Stanwyck, Barry Sullivan	Between Heaven And Hell (CS-DC) Robert Wagner, Terry Moore	Gun Brothers (Grand) Ann Robinson	Raw Edge (TC) Rory Calhoun, Yvonne De Carlo	Moby Dick (TC) Gregory Peck, Richard Basehart (Special Engagements)	The Wild Dakotas (Associated) Bill Williams Coleen Gray
The First Texan (CS-TC) Joel McCrea, Felicia Farr	You Can't Run Away From It (TC) Jack Lemmon, June Allyson	These Wilder Years James Cagney, Barbara Stanwyck	The Proud And Profane (VV) William Holden, Deborah Kerr	I Walked With A Zombi (RE)	A Strange Adventure Joan Evans, Ben Cooper, Marla English	Stagecoach To Fury (RegalScope) Forrest Tucker, Mari Blanchard	Seven Men From Now (WC) Randolph Scott, Gail Russell	Edge Of Hell Hugo Haas, Francesca de Scaffa	From Now (WC) Randolph Scott, Gail Russell	The Oklahoma Woman (American-Int.) Richard Denning, Peggie Castle
Navy Wife Joan Bennett, Gary Merrill, Shirley Yamaguchi	Lust For Life (CS-Metrocolor) Kirk Douglas, Anthony Quinn	The Opposite Sex (CS-Metrocolor) June Allyson, Ann Sheridan, Dolores Gray	The Flying Leathernecks (RE) John Wayne, Robert Ryan, Don Taylor	The Boss John Payne, Doe Avedon	Thunder Over Arizona (Naturama-Trucolor) Skip Homeier, Kirstine Miller	The Third Man (RE) Joseph Cotten, Orson Welles	The Burning Hills (CS-WC) Tab Hunter, Natalie Wood	Frontier Gambler (Associated) John Bromfield, Colleen Gray, Kent Taylor	The Burning Hills (CS-WC) Tab Hunter, Natalie Wood	Jedda The Uncivilized (EC) (DCA) (Australian-made)
No Place To Hide (DC) David Brian, Marsha Hunt	Reptisal (TC) Guy Madison, Felicia Farr	The Power And The Prize (CS) Robert Taylor, Elizabeth Mueller	Beyond A Reasonable Doubt Dana Andrews, Joan Fontaine	Love Me Tender (CS-DC) Richard Egan, Debra Paget, Elvis Presley	Lisbon (Naturama-Trucolor) (Made in Portugal) Ray Milland, Maureen O'Hara	The Desperadoes Are In Town (RegalScope) Robert Arthur, Kathy Nolan	The Bad Seed Nancy Kelly, Patty McCormack, Henry Jones, Eileen Heckart	Secrets Of Life (TC) (Part CS) (Buena Vista) (Disney)	The Amazon Trader (WC) John Sutton, Marie Fernanda	It Conquered The World (American-Int.) Peter Graves, Beverly Garland
Hold Back The Night John Payne, Mona Freeman	White Squaw David Brian, May Wynn	The Iron Petticoat (VV-TC) Bob Hope, Katherine Hepburn (English-made)	Finger Of Guilt Richard Basehart, Mary Murphy (English made)	The Desperadoes Are In Town (RegalScope) Robert Arthur, Kathy Nolan	Man From Del Rio (Jacks) Anthony Quinn, Katy Jurado	Men In War (Security) Robert Ryan, Alda Ray	A Cry In The Night Edmond O'Brien, Natalie Wood	The She Creature (American-Int.) Chester Morris, Marla English	Toward The Unknown (WC) William Holden, Lloyd Nolan, Virginia Leith	The She Creature (American-Int.) Chester Morris, Marla English
The Naked Hills (Pathé Color) Marcia Henderson	Suicide Mission Leaf Larsen	The Power And The Prize (CS) Robert Taylor, Elizabeth Mueller	The Mountain (VV-TC) Robert Wagner, Spencer Tracy, Claire Trevor (Made in France)	The Desperadoes Are In Town (RegalScope) Robert Arthur, Kathy Nolan	Running Target (Canyon) (CS-DC) Doris Dowling, Arthur Franz, Richard Reeves	Men In War (Security) Robert Ryan, Alda Ray	The Bad Seed Nancy Kelly, Patty McCormack, Henry Jones, Eileen Heckart	Secrets Of Life (TC) (Part CS) (Buena Vista) (Disney)	The Amazon Trader (WC) John Sutton, Marie Fernanda	It Conquered The World (American-Int.) Peter Graves, Beverly Garland
Canyon River (CS-DC) Geo. Montgomery, Marcia Henderson	Ten Tall Men (TC) (RE) Burt Lancaster	The Power And The Prize (CS) Robert Taylor, Elizabeth Mueller	The Mountain (VV-TC) Robert Wagner, Spencer Tracy, Claire Trevor (Made in France)	The Desperadoes Are In Town (RegalScope) Robert Arthur, Kathy Nolan	Dakota Incident Linda Darnell, Dale Robertson, John Lund	Men In War (Security) Robert Ryan, Alda Ray	The Bad Seed Nancy Kelly, Patty McCormack, Henry Jones, Eileen Heckart	Secrets Of Life (TC) (Part CS) (Buena Vista) (Disney)	The Amazon Trader (WC) John Sutton, Marie Fernanda	It Conquered The World (American-Int.) Peter Graves, Beverly Garland
The Young Guns Russ Tamblyn, Gloria Talbott	Rogues Of Sherwood Forest (RE) John Derek	The Iron Petticoat (VV-TC) Bob Hope, Katherine Hepburn (English-made)	Finger Of Guilt Richard Basehart, Mary Murphy (English made)	The Desperadoes Are In Town (RegalScope) Robert Arthur, Kathy Nolan	Daniel Boone (Trucolor) Bruce Bennett, Lon Chaney, Jr., Faron Young	Men In War (Security) Robert Ryan, Alda Ray	The Bad Seed Nancy Kelly, Patty McCormack, Henry Jones, Eileen Heckart	Secrets Of Life (TC) (Part CS) (Buena Vista) (Disney)	The Amazon Trader (WC) John Sutton, Marie Fernanda	It Conquered The World (American-Int.) Peter Graves, Beverly Garland

Strange Intruder	To The Ends Of The Earth	Julie	The Search For Briday Murphy	Tension At Black Rock	A Woman's Devotion	Anastasia	Shark Fighters	The Male People	Giant	La Strada	
Ida Lupino, Edmund Purdom, Ann Harding	Of The Earth (RE) Dick Powell	Doris Day, Barry Sullivan, Louis Jourdan, Frank Lovejoy	Teresa Wright, Louis Hayward	Cameron Mitchell, Richard Egan, Dorothy Malone	(Trucolor) Ralph Meeker, Janice Rule, Paul Henreid	(CS-DC) (Made in Europe) Ingrid Bergman, Helen Hayes, Yul Brynner	(Goldwyn, Jr.) (CS-TC) Victor Mature, Karen Steele	John Agar, Cynthia Patrick	(WC) Elizabeth Taylor, Rock Hudson, James Dean	(Trans-Lux) Anthony Quinn, Richard Basehart, Giuletta Masina (Italian-made)	
Fighting Trouble The Bowery Boys	The Gamma People (English-made) Paul Douglas	Barry Sullivan, Louis Jourdan, Frank Lovejoy	Hollywood Or Bust (VV-TC) Dean Martin, Jerry Lewis	The Brave One (CS-TC) Michel Ray	The Man Is Armed Dane Clark, May Wynn	Oklahoma! (CS-TC) Gordon MacRae, Shirley Jones, Gene Nelson	(Bel-Air) (CS-TC) John Dehner Frances Helm	John Bromfield, Beverly Garland (Made in Brazil)	He Left Behind Tab Hunter, Natalie Wood	Westward Ho, The Wagons (CS-TC) (Buena Vista) (Disney) Fess Parker	
Calling Homicide Bill Elliott	The Last Man To Hang (English-made) Tom Conway	Spencer Tracy, Clark Gable	Cecil B. DeMille's The Ten Commandments (VV-TC) (Special Engagements)	Death Of A Scoundrel George Sanders, Yvonne De Carlo	Tears For Simon (Trucolor) David Farrar, Julie Arnall	Black Whip (RegalScope) Hugh Marlow, Coleen Gray	Tiger By The Tail (Canyon) Larry Parks, Constance Smith	Written On The Wind (TC) Rock Hudson, Lauren Bacall, Robert Stack	Baby Doll Karl Malden, Carroll Baker, Eli Wallach	Runaway Daughters (American-Int.) Marla English, John Littel	
Yaqui Drums Rod Cameron, Mary Castle	Rumble On The Decks James Darren	Paul Newman, Wendell Corey, Anne Francis	Three Violent People (VV-TC) Charlton Heston, Anne Baxter	Bundle Of Joy (EC) Eddie Fisher, Debbie Reynolds	Above Us The Waves John Mills	The Girl Can't Help It (CS-DC) Tom Ewell, Jayne Mansfield	The King And Four Queens (Russ-Field) (CS-DC) Clark Gable, Eleanor Parker	Everything But The Truth (EC) Maureen O'Hara, John Forsythe, Tim Hovey	The Wrong Man Henry Fonda, Vera Miles	Shake, Rattle and Rock (American-Int.) Fats Domino, Lisa Gaye	
The Cruel Tower John Ericson, Mari Blanchard	The Seventh Calvary Randolph Scott	Marie Antoinette (RE)	The Rainmaker (VV-TC) Eurt Lancaster, Katharine Hepburn	Public Pigeon No. 1 (TC) Vivian Blaine, Janet Blair	The Congress Dances (Trucolor-CS) (German-made)	Oasis (CS) (Made in Europe) Michele Morgan, Cornell Borchers	The Peacemaker (Makelim) James Mitchell, Rosemarie Bowe	Four Girls In Town (CS-TC) George Nader, Julie Adams	The Wrong Man Henry Fonda, Vera Miles		
High Terrace Dale Robertson, Lois Maxwell, Derek Bond	Zarak (CS-TC) Victor Mature, Anita Ekberg, Michael Wilding (Made in Morocco)	The Teahouse Of The August Moon (CS-Color) Marlon Brando, Glenn Ford, Eddie Albert (Made in Japan)	The Silken Affair David Niven, Genevieve Page (English-made)	Man In The Vault William Campbell, Anita Ekberg	Accused Of Murder (Trucolor-Naturama) David Brian, Vera Ralston	Women Of Pitcairn Island (RegalScope) James Craig, Lynn Bari	Gun The Man Down (Morrison-McLaglen) James Arness, Emilie Meyer	Rock Pretty Baby John Saxon, Sal Mineo, Luana Patten			
Blonde Sinner Diana Dors (English-made)	Don't Knock The Rock Billy Haley and his Comets	The Great American Pastime Tom Ewell, Anne Francis, Ann Miller	Fear Strikes Out (VV) Anthony Perkins, Norma Moore								
Friendly Persuasion (TC) Gary Cooper, Dorothy McGuire, Marjorie Main		Mufiny On The Bounty (RE)									

IT'S THE TRUTH!

HERE'S
THE
PERFECT
FAMILY
PICTURE
FOR
THE
HOLIDAYS



The most delightful... warm and wonderful story
in a lifetime of heartbeats.... of

ONE LITTLE BOY WHO
CHALLENGED THE
WHOLE WIDE WORLD

...because he
couldn't tell
a lie!

When the
"Big Shots"
are out
to "get"
him and
his friends
are out to
save him...

you'll learn the
wonderful truth!

**"EVERYTHING
BUT THE TRUTH!"**

IS WONDERFUL!



starring
MAUREEN O'HARA
JOHN FORSYTHE
and **TIM HOVEY**

in Eastman
COLOR

with FRANK FAYLEN · LES TREMAYNE · PHILIP BOURNEUF
Directed by JERRY HOPPER · Screenplay by HERB MEADOW · Produced by HOWARD CHRISTIE · A UNIVERSAL-INTERNATIONAL PICTURE



Another Picture with that Universal Appeal!

MOTION PICTURE

EXHIBITOR

NOVEMBER 21, 1956 VOLUME 57 NUMBER 4
IN TWO SECTIONS • THIS IS SECTION ONE



On The Control Of Rowdyism

editorial

AB-PT Sets Up Production Unit

(page 10)

Salesmen Vote To Join IATSE

(page 11)

AND FEATURING: STUDIO SURVEY

← A brilliant industry career neared its end last week as Nicholas M. Schenck, honorary board chairman and former president, Loew's, Inc., announced that he would retire at year's end after 50 years' service.

BOUNTIFUL BOX-OFFICE!



The low-down on
dames—with music!

"THE OPPOSITE SEX"

(CinemaScope—Metrocolor)

June Allyson, Joan Collins,
Dolores Gray, Ann Sheridan,
Ann Miller.



This is frightened

"JULIE"

who discovers on her
honeymoon that her hus-
band is a killer—and
SHE is the next victim.

Doris Day, Louis Jourdan,
Barry Sullivan, Frank Lovejoy.
An Arwin Production



All the hilarious fun of the
famed stage comedy hit

"THE TEAHOUSE OF THE AUGUST MOON"

(CinemaScope—Metrocolor)

Marlon Brando, Glenn Ford,
Machiko Kyo, Eddie Albert.



It's
SPY-
HIGH
with
HILARITY!



"THE IRON PETTICOAT"

(VistaVision—Technicolor®)

Smart Showmanship to team
Bob Hope and Katharine
Hepburn, first time together
in this uproarious story.

A Remus Film



Keeps
you
in
stitches!

"THE GREAT AMERICAN PASTIME"

Tom Ewell, star of "7 Year Itch"
in a very funny story with
Anne Francis, Ann Miller.



From the edge of
your seat you'll see

"EDGE OF THE CITY"

John Cassavetes, Sidney Poitier
A Jonathan Production



Dear Elizabeth:
I shall love you
to the end -
and beyond.
Robert

The Great Love Story!

"THE BARRETTS OF WIMPOLE STREET"

(CinemaScope—Metrocolor)

Jennifer Jones, John Gielgud,
Bill Travers, Virginia McKenna.



"THE LITTLE HUT"

Based on the stage play

They're hungry for women
And Ava's but one—
A plot that provides you
A Hut-full of fun.

Ava Gardner, Stewart Granger,
David Niven.

A Herbson Production

"SLANDER"



A timely drama of a
scandal magazine's
publisher and his vic-
tims. Highly explosive
and exploitable!

Van Johnson, Ann Blyth,
Steve Cochran.



For fun, romance and
a warm glow, follow

"THE HAPPY ROAD"

Gene Kelly, Barbara Laage,
Michael Redgrave.

A Kerry Production



An American correspond-
ent in Mexico uncovers
the ancient ritual of "The
Sacrificial Virgins."

"THE LIVING IDOL"

(CinemaScope—Color)

Steve Forrest, Liliane Montevecchi,
James Robertson-Justice.

An Albert Lewin Production

"RAINTREE COUNTY"



It is not too early to
predict that it will be
one of the great attrac-
tions of all time!

(In M-G-M Camera 65—Metrocolor)

Montgomery Clift, Elizabeth Taylor,
Eva Marie Saint, Nigel Patrick,
Lee Marvin.

ALL FROM M-G-M!

DOMESTIC SERVICE
Check the class of service desired,
otherwise the message will be

WESTERN UNION

INTERNATIONAL SERVICE
Check the class of service desired;
otherwise the message will be
sent at the full rate

FULL RATE	
LETTER TELEGRAM	
SHORE SHIP	

1200 (4-35)

Success

BUDDY ADLER
STUDIO

TEENAGE REBEL OPENINGS WONDERFUL. AT OPENING IN ATLANTA MORE TEENAGERS AND PEOPLE UNDER THIRTY THAN HAVE EVER BEEN IN THEATRE. MANY OTHER THEATRES REPORTING SAME EXPERIENCE WITH YOUNG PEOPLE. HARRY BALLANCE ADVISES THIS PICTURE IS THE GREATEST SURPRISE OF THE YEAR FOR US AND WE STRONGLY FEEL YOU SHOULD TAKE EVERY ADVANTAGE OF THE BOX OFFICE FIGURES BY LETTING THE INDUSTRY KNOW THAT WE CAN MAKE SLEEPERS, TOO. PICTURE IS WELL RECEIVED AND

is written

INDIANAPOLIS REPORTS SENSATIONAL RETURNS. ADDITIONAL ENTHUSIASTIC RETURNS COMING IN FROM LOS ANGELES, NORTHWEST, TEXAS, SAN FRANCISCO, KANSAS CITY, CLEVELAND AMONG OTHERS. DETROIT REPORTS PICTURE BRINGING BACK LOST AUDIENCE AND BRINGING IN NEW AUDIENCE AS WELL.

all over

ALL THRILLED WITH THE
HOPE THAT OTHERS OF THIS TYPE WILL BE
FORTHCOMING NEXT YEAR. BEST REGARDS.

ALEX HARRISON



TEENAGE REBEL

THE NEW SENSATION OF THE INDUSTRY FROM 20th CENTURY-FOX

starring

GINGER ROGERS · MICHAEL RENNIE · with Mildred Natwick · BETTY LOU KEIM · WARREN BERLINGER · DIANE JERGEN and three stars of the future

Produced by CHARLES BRACKETT · Directed by EDMUND GOULDING · Screenplay by WALTER REISCH and CHARLES BRACKETT

CINEMASCOPE



SOFT MUSIC, PROFESSOR

TO THE BEST OF OUR KNOWLEDGE we have never met the editor of the PRINCE ALBERT DAILY HERALD, and due to the remoteness of his Saskatchewan, Canada, we never may. But we love him like a brother for his recently expressed editorial views on theatres and on current theatre business.

Under the heading "Survival of the Movies," his observations, directed to our attention by a valued subscriber, are as follows:

"It has been noticed that the moving picture industry, after being called on to meet competition in various forms at different intervals, is showing new signs of strength and popularity.

"It is another instance of the survival of the fit. For there is a certain something in the moving picture, with its color, its scope, and clarity of dialogue that enables it to stand against assault from other directions. Moreover, it appears that the producers have been using artistry and ingenuity in creating new and even better films.

"Nor is it to be overlooked that the moving picture houses stand among the business institutions of any community. The men who operate them are in the category of retail businessmen. Like others they have payrolls to meet, machinery and equipment to maintain and replace. They are clients of the bank, patrons of other business, and

they have to worry about the weather and its effect on patronage, along with other considerations in wide variety.

"It has been said there is no bigger bargain than a ticket to a picture house. Consider, as an example, the fact that Hollywood pictures shown in the average theatre in the course of a single year cost the studios that make them anywhere from \$40,000,000 to \$100,000,000 or more. The finest of these films get to be seen by audiences in the remotest communities as well as by patrons of the fancy movie palaces in the big cities.

"If excursions to the pictures are measured in terms of the value received, there is no other industry that offers so much for so little money."

Personally, we are clipping this out and saving it among our personal files for rereading when other, and less friendly, newspapers clobber us for the shortcomings of some fly-by-night "fast buck" operator who advertises and sells sex pictures; when some local moralist or pressure group makes our business their business, while ignoring the same story or picture on TV; or when some mortgage company tells us we don't warrant a credit risk.

Kind words like these can prove to be salve for the welts, when this business of ours is made the public whipping boy.

ON THE CONTROL OF ROWDYISM

WHILE WE HAVE BEEN ACTIVE in theatre business for more than 40 years, there was a recent item in Bob Wile's SERVICE BULLETIN, of the I.T.O. of Ohio, that made us realize the truth of that old axiom: Live and learn!

It seems that several theatremen out that way believe, and they have been supported by experts in the field of dealing with juveniles, that actual wearing apparel has a great deal to do with how youngsters behave. Some theatres have a "code of dress" for juveniles that requires boys to wear pants that fit them decently, and that are supported by belts. Under the same code, girls must also be dressed properly, with a ban on short shorts, shirts hanging out, and dirty jeans. For example, at the Southern, Columbus, this has been a requirement for many years, and it caters to more well behaved children and teen-agers than most of its neighboring theatres. When the youngster dresses up, he or she invariably dresses up behavior to conform to attire.

We never thought of it this way before, but it does make a lot of sense.

Some years ago, a friend of ours opened a restaurant

and bar in a seashore resort and denied admittance to anyone not properly dressed, complete with a jacket. In an area where open necked sport shirts and even bathing suits were accepted attire, he invested in a dozen or so light weight linen coats, and if a man didn't have his jacket along he was offered the loan of one. Such a loan held loss of patronage to a minimum, but the promotional gain was worth every bit of it. That requirement of a jacket proved attractive to the better element, which it seems also had the better pocketbooks, and proved a deterrent to the riff-raff that purchased a beer or two.

There is no reason why this same policy shouldn't work in theatres. The boy and girl on "a date" don't cause disturbances or commit vandalism on theatre seats; they are usually "scrubbed, tubbed, and dressed." It's the crowds of all ages dressed in their faddy worst, and trying in their immature way to gain distinction by outdoing one another in lawlessness, that cause the trouble. Insist that they come washed and properly dressed, and they will have a great deal more respect for your theatre, and for its management.

Jay Emanuel

UNIVERSAL'S NEW BOX OFFICE

'ROCK, PRETTY BABY' WAS "SNEAK

and

THE YOUNG AUDIENCE SIMPLY

THE ADULTS RAVED AND PRAISED

NOW... SHOWMEN EVERYWHERE CAN

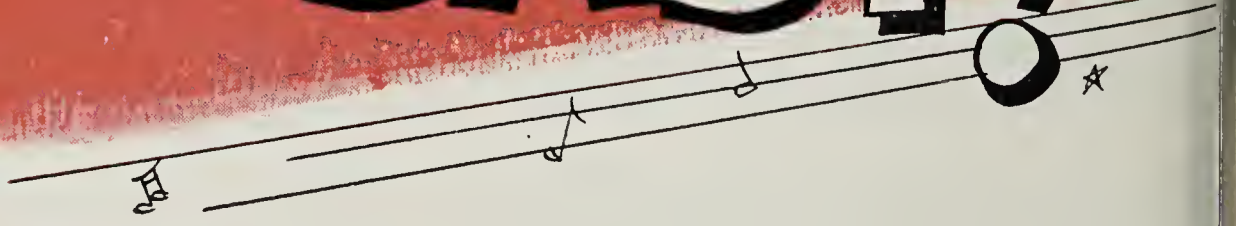
CASH.



WATCH

for further
announcements
of the mammoth
PRE-SELLING campaign
aimed to jet-rocket
"BABY" way...way...up!

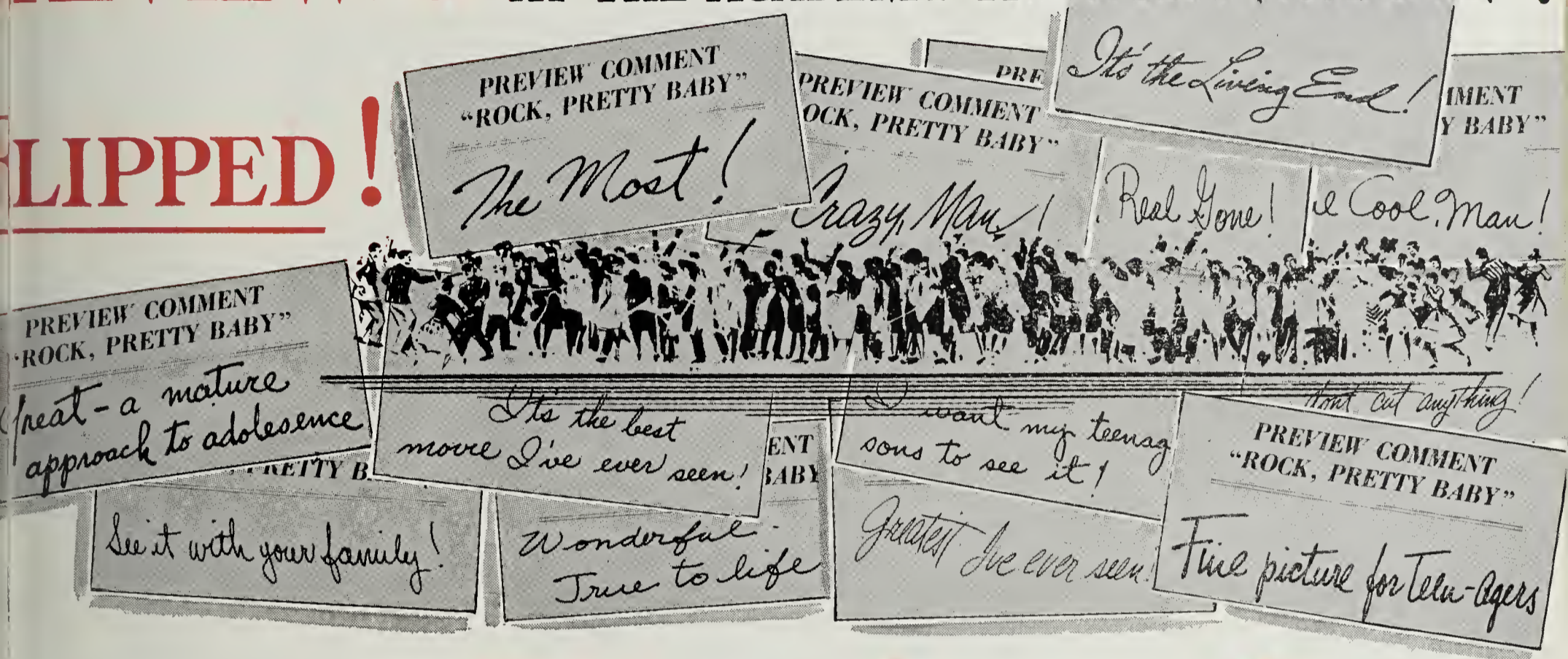
**ROCK,
PRETTY
BABY!**



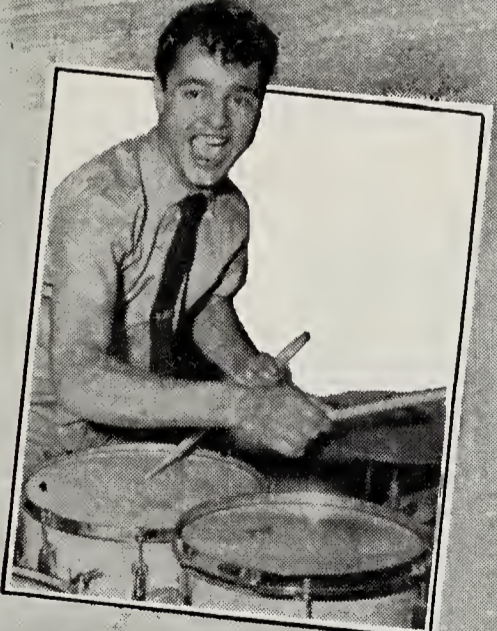
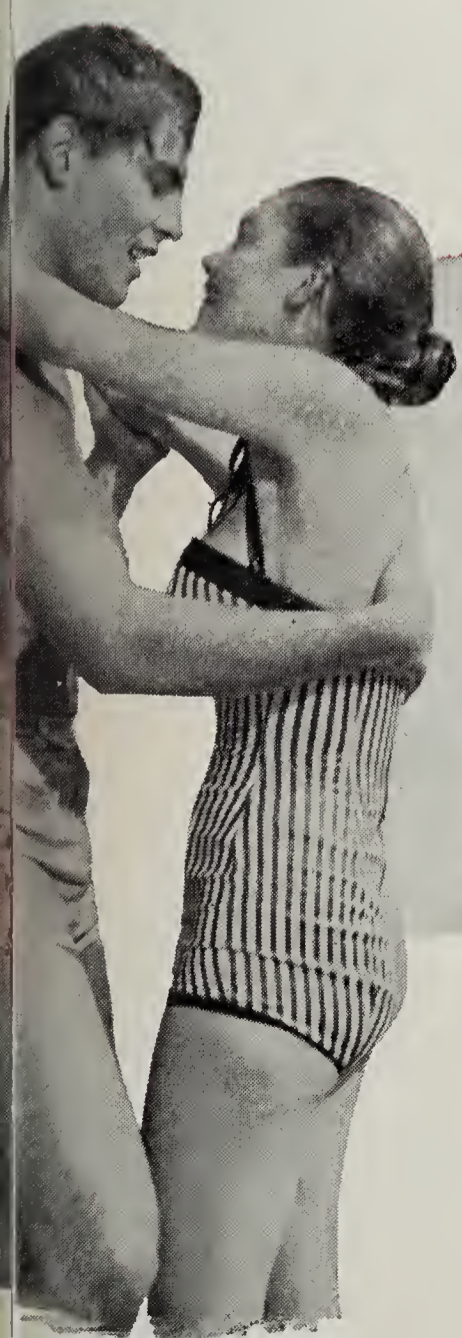
SENSATION OF OUR GENERATION

PREVIEWED AT THE ACADEMY THEATRE IN PASADENA!

CLIPPED!



ON THE "WIDE APPEAL" OF...



STARRING **SAL MINEO**
 An important NAME in the TEEN-AGE MARKET following "Rebel Without a Cause" and "Giant"!

JOHN SAXON
 That new sensation of the TEEN-AGERS from "The Unguarded Moment"!

LUANA PATTEN



with EDWARD C. PLATT · FAY WRAY · ROD MCKUEN

Directed by RICHARD BARTLETT · Screenplay by HERBERT MARGOLIS and WILLIAM RAYNOR

Produced by EDMOND CHEVIE · A UNIVERSAL-INTERNATIONAL PICTURE

PARAMOUNT PRESENTS

Cecil B. DeMille's

The Ten Commandments

ADVANCE
SALE

THIS
PERFORMANCE
SOLD OUT

REPORT ON

Cecil B. DeMille's

PRODUCTION

The Ten Commandments

A Paramount Picture • VISTAVISION • TECHNICOLOR®

AT NEW YORK'S CRITERION THEATRE, public acceptance matches the high praise which sets this picture apart from all others. At the first of its two-a-day, reserved-seat engagements, the SRO sign has been out at the start of every performance since its opening. Many week-end and evening performances are already sold out in advance through January.

Ohio Allied Unit Reelects Adams; Speakers Urge United Exhib Action

COLUMBUS, O.—Horace Adams, Cleveland, was reelected president, Independent Theatre Owners of Ohio, at the 21st annual convention of the association held last week at the Deshler-Hilton here.

F. W. Huss, Jr., Cincinnati, was chosen first vice-president; Judge Hoy L. Russell, Millersburg, second vice-president; Charles Sugarman, treasurer; and Robert Wile, secretary. All of these officers except Judge Russell were reelected. Judge Russell succeeded Peter Wellman, Girard.

Ruben Shor, Cincinnati, president, Allied States, and Leon Enken, Warren, were added to the expanded board, now numbering 19 members.

The convention approved resolutions opposing compulsory censorship for movies, the press, and other media of public information; urging production of more family-type films; favoring state legislation whereby parents would be held civilly liable for property damage caused by minor children; extending sympathy to Mrs. Elsie Loeb, Cleveland correspondent for MOTION PICTURE EXHIBITOR, in the illness of her mother; and extending recognition of the "untiring efforts" of president Adams in behalf of the association and to secretary Wile for "excellent performance of his duties."

The censorship resolution stated that "the motion picture business in Ohio has been policed by its own members with rare exception so effectively that we see no need nor reason for compulsory censorship."

The resolution urging family-type pictures said that the Child Conservation League of Ohio, with 16,000 members, has noted a lack of such pictures and has urged production of this kind of entertainment.

Martin G. Smith, Toledo, who served 22 years as president of the Ohio association, was guest of honor at a testimonial dinner at the convention. He was presented with a set of luggage and a scroll signed by delegates. Abram F. Myers, Allied general counsel, was toastmaster. The speakers' table included Nathan Yamins, Boston; Jay Emanuel, publisher, MOTION PICTURE EXHIBITOR; Ed Ornstein, president of Kentucky Allied; Burton Robbins, National Screen Service; Irving Dollinger, treasurer of Allied States; Shor, Adams and Myers.

Convention Quotes

Abram F. Myers: "The film industry is at the crossroads more dangerously so

than at any time in the past. Exhibitors should support united action to increase grosses, such as the proposed Oscar Derby. The film shortage is the toughest problem. Not one picture has resulted from various past plans for exhibitor-backed film production. Film companies are short-sighted in selling backlogs to television. If toll television becomes a reality it will provide vastly greater revenues to filmmakers than they can get from theatres."

Ruben Shor: "Sale of film backlogs to television will speed up rate of theatre closings. There is a definite plan to eliminate small town theatres and subsequent runs. Disaster looms for exhibition if theatremen do not back up their leaders more vigorously in the future than in the past. If you want to stay in business you should stop fighting among yourselves. If theatres closed for a week or two, that would call public attention to exhibitors' plight. This is a turning point, you won't have many more chances to save your business. There is still time, but the time is growing short."

Irving Dollinger: "The three big problems for exhibitors are to buy pictures at proper terms, to get as many people in your theatres as possible, and to get films delivered on time. In order to get pictures at reasonable terms you have the power of national buying. That's why the Emergency Defense Committee was formed, but it has proved ineffective. There could be a 'summit conference' on subject of increasing grosses. We need new advertising techniques. Why not place ads on television pages and general news pages of your newspapers? People are being trained at early ages to like films via television, but theatremen are doing little to get these people into their theatres. If hundreds of exhibitors would file suits against distributors for non-delivery of prints by contract dates, it would do much to repair this deplorable situation. It is my contention that non-delivery of prints constitutes violation of clearance."

Horace Adams: "It's deplorable that exhibition, which represents a \$3 billion investment, should allow itself to be dic-

BROADWAY GROSSES

(As of this Monday)

Business Tops Average

NEW YORK—Better than average business was reported last weekend by the Paramount, Roxy, Globe, Mayfair, and Victoria.

According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the breakdown was as follows:

"Love Me Tender" (20th-Fox). Paramount (\$45,000)*—Opening week of Elvis Presley opus sure to hit \$49,000.

"Giant" (Warners). Roxy (\$40,000)—Sixth week bound to hit a giant \$80,000 with \$55,000 in the till for Thursday through Sunday. Ice show on stage.

"Friendly Persuasion" (Allied Artists). Radio City Music Hall (\$144,000)—Thursday through Sunday accounted for \$76,000, and the third week was expected to tally \$110,000. Usual stage show.

"The Opposite Sex" (MGM). Capitol (\$49,000)—The opening session was heading toward \$35,000.

"Teenage Rebel" (20th-Fox). Globe (\$14,800)—Everybody happy with \$19,000 in sight for the first week.

"Oklahoma!" (20th-Fox). Mayfair (\$15,000)—CinemaScope version continued to click with \$18,000 claimed for the third week.

"The Mountain" (Paramount). Astor (\$29,000)—Only \$22,000 reported for the opening week.

"The Solid Gold Cadillac" (Columbia). Victoria (\$20,400)—Fourth week's \$23,500 indicated still smooth riding.

"Death Of A Scoundrel" (RKO). Loew's State (\$28,700)—Last nine days, including second and last week, only \$16,000.

*Figures in parentheses are 1955 weekly averages based on MOTION PICTURE EXHIBITOR reports.

tated to by distributors. It's a case of the tail wagging the dog. If only 70 per cent of the nation's exhibitors would unite, we could dictate terms, not that we want to become dictators."

Al Sindlinger, research analyst: "Bad titles rob the industry of 10 to 15 millions of dollars weekly. Use of research on titles alone would do much to up theatre grosses. Weekly attendance rose from a

(Continued on page 13)

I N D E X

VOLUME 57, NUMBER 4 NOVEMBER 21, 1956
SECTION ONE

EDITORIAL	5
THE NEW YORK SCENE	
BY MEL KONECOFF	9
SHOWMANSHIP SWEEPSTAKES	14
NEWS OF THE TERRITORIES	17
STUDIO SURVEY	SS-1—SS-4
SECTION TWO	
THE SERVICE SECTION	SS-1—SS-8
(The Yellow Check-Up)	



The NEW YORK Scene

By Mel Konecuff

PRODUCTION CHIT CHAT: John Wayne enroute to Europe where he will make a film, "Legend Of The Lost," with Sophia Loren and Rossano Brazzi, stopped off briefly in town and announced that his Batjac Productions has closed a deal with United Artists to make four films, with the company to provide the financing.

The first will be the above, to cost three millions and to be made in Rome and Libya on a sixty day schedule in the new Technirama process which will permit theatre projection in any ratio desired, anamorphic or regular. This will get underway early in January. He didn't know whether it would be more economical to shoot abroad, but he did know that the story called for its making there.

Some of the four films will not star him but will be made by his company, and there is no time limit in the agreement. He has other commitments with Fox and RKO

(Continued on page 13)

Loew's N. M. Schenck Sets Retirement

**Honorary Board Chairman,
Former President Completes
50 Years Service; Industry
Executives Express Regret**

NEW YORK—Nicholas M. Schenck, honorary chairman of the board and former president, Loew's Inc., last week announced his retirement from the company, as of the end of the year.

"I will have rounded out 50 years of service," said Schenck. "During this period I have seen Loew's Inc. and MGM Pictures become the greatest entertainment organization in the world. My heart and mind are intertwined with this organization and will continue to be even though I shall no longer be actively associated with the company. The new regime under the presidency of Joseph R. Vogel is a sound one and I am confident the company will retain its leadership in the motion picture industry."

The recently elected president, Joseph R. Vogel, made the following comment: "Every man and woman in the world-wide organization of MGM will regret Mr. Schenck's decision to retire. We cannot view this self-made decision without commenting on the great affection he has generated not only in the hearts of those who worked with him but with all with whom he came into contact. We called him 'the General' in recognition of his leadership. The General can be proud of his accomplishments and we who follow him will be guided by his example of honor and integrity. In a lifetime of devotion he was more than a leader of a company. He was a leader of an industry. We wish him many years of richly deserved happiness."

Schenck was president of Loew's, Inc., from 1927 until December, 1955, when he was elected chairman of the board.

Schenck came to America at the age of nine years with his parents and his brother, Joseph. It wasn't long before they were pharmacists with two drug-stores of their own. During the few years which they occasionally spared from business, they were accustomed to visit Fort George on the upper end of Manhattan Island, where Nicholas Schenck saw the possibilities of an amusement park, which was later known as Palisades Park. It was there the late Marcus Loew became acquainted with them.

Later, on Loew's advice, they bought an interest in two theatres, one in New Rochelle and one in Hoboken. These theatres emerged into what was known as Loew's Consolidated Enterprises, and the Schenck brothers became partners in the company. From that time, Nicholas Schenck was actively identified with every business project of the late Loew, and was first vice-president and general manager of Loew's, Inc., and of Metro-Goldwyn-Mayer Picture Corporation, when Loew died in 1927.

Schenck was elected president to succeed Loew. The company enjoyed unprecedented success in film production and distribution, weathering crises of depression and war and establishing the

To The Tear In Leo's Eye:

Leo's thunderous roar may ring just a bit more hollowly now, for the majestic lion, certainly the most famous trademark in the world, has reason for a bit of sadness. "The General" has announced his decision to retire at year's end.

Nicholas Schenck devoted his life to the motion picture industry, more particularly to MGM Pictures and Loew's, Inc. With the late Marcus Loew, he was in at their creation, nursed them through wars and depressions, and lived to see MGM dominate the industry which was destined to dominate entertainment media all over the world.

His 50 years of distinguished service in the industry have earned the respect of all who knew him. More than any other man he merits the designation, "Mr. Motion Picture."

He has earned his relaxation. We wish him many years to enjoy it.

—J. E.

trademark of Leo, the Lion, as the most widely known industrial symbol throughout the world. When Schenck tendered his resignation, he strongly urged the selection of Arthur Loew, son of Marcus Loew, as his successor. Schenck was elected board chairman. Loew remained as president only until Oct. 18 of this year, when he resigned and was succeeded by Vogel.

Schenck is often quoted for his statement: "There is nothing wrong with the industry that good pictures cannot cure."

Skouras, Balaban, Johnston Pay Tribute To Pioneer

Industry executives, learning of Schenck's decision to retire, issued the following statements:

Spyros P. Skouras, 20th-Fox president—"The retirement of our warm and good friend leaves a gap in the industry which can never be filled. The dean of our business, he is a pioneer in every sense of the word. His devotion to the finest in motion pictures, to which he dedicated his life, has been an inspiration to all of us. His guidance and wise counsel must continue to serve the best interests of the motion picture industry."

Barney Balaban, Paramount president—"During the past 20 years . . . I have worked so very closely with Mr. Schenck on many serious and complicated industry problems. He gave, unreservedly, of his time and energy to the important problems of our business. He has been a tower of strength not only to me personally, but to all who were privileged to work with him. . . . May God grant him years with his family and friends, in which to enjoy his earned rest and his reflections on the industry of which he was so much a part."

Eric Johnston, president, Motion Picture Association of America—"To me, as to all of his friends, the announcement that Nick Schenck is retiring completely from Loew's marks the end of an era, a great and wonderful era, in the motion picture

AB-PT Production Unit Launched Under Levin

NEW YORK—Everyone talks about doing something about the product shortage and American Broadcasting-Paramount Theatres, Inc., last week took steps to remedy



LEVIN

the situation by announcing the formation of a motion picture production subsidiary, Am-Par Pictures Corporation. Sidney M. Markley, AB-PT vice-president in charge of film producing activities, made the announcement at a press conference held in the company's projection room, and he also reported that Irving H. Levin has been elected president and Harry L. Mandel vice-president. Both of these gentlemen headed an independent production and distribution organization known as Filmmakers, Inc.

Initial activities of the company will be on a relatively modest scale with no number of pictures ready to be announced. Budgets will probably be in the \$250,000 to \$500,000 class. Negotiations to set up a story backlog will get under way immediately, and it is expected that new talent will be used and developed.

The circuit's 575 theatres will get first crack at the finished features after which they will go out to other interested theatres throughout the country as well as in foreign markets through arrangements with established distribution groups. Markley reported that the Department of Justice has been fully informed of AB-PT's plans to enter production even though the Paramount consent decree does not prohibit the company from making films.

Levin stated that Am-Par will seek to make "good commercial pictures with wide boxoffice appeal." Headquarters will be in Hollywood, and overhead will be kept to a minimum. The contract with Levin and Mandel covers a five-year period. Financing at the outset will come from the parent company's coffers.

Markley refused to speculate on the number of pictures that will be needed to overcome the film shortage, and the fact that some companies have announced increases in production will not prevent the program.

Asked to comment on statements from some production and distribution executives that the move was ill-advised, he stated merely that the fact that they are going through with their program speaks for itself.

business. . . . Few men in our business have been entitled to wear that proud and dignified designation: Mr. Motion Picture. Nick Schenck is one of this rare and gifted company, and he will always be Mr. Motion Picture to all who knew him or knew of him."

Hargreaves Heads Rank U. S. Setup

LONDON—Kenneth N. Hargreaves was last week named president, Rank Film Distributors of America, and left for the U.S. to work on preliminaries to the establishing of the new J. Arthur Rank Organization exchanges there.

Hargreaves, joint managing director of JARO Overseas Film Distributors, is being accompanied to America by Geoff Martin, publicity chief of Rank Overseas.

John Davis, managing director, JARO, said that "sufficient exchanges in the U.S. to ensure adequate national distribution" will be opened.

Hargreaves will appoint his own sales force and will have a free hand in doing so. It is expected that Rank Film Distributors of America will be in operation by Easter. The first four features are "Riverplate," "Spanish Garden," "Reach For The Sky," and "A Town Like Alice." Twenty JARO films will be released the first year, plus some productions of other British producers, and a few Continental films.

Davis said he does not think the Rank-Universal contract on distribution of JARO films in the U.S. will prejudice the new operation. He pointed out that U-I has not taken up any of the current outstanding British pictures. It was confirmed that JARO had closed a one-year lease on the Sutton, New York, with option. Rank will acquire a number of theatres in the U.S. to "ensure adequate outlets, but we shall only acquire if terms are reasonable and economic," Davis said.

Davis announced the appointment of Harry Norris as distribution supervisor.

UA Promotes Tunick

NEW YORK—It was announced last week that Gene Tunick, Philadelphia branch manager, United Artists, had been promoted to eastern district manager in charge of Cleveland, Boston, Buffalo, New Haven, and Philadelphia. He succeeds John Turner, resigned.

Tunick has been with UA for two years; his previous industry experience was with Eagle Lion as manager in Indianapolis, and with RKO for nine years.

Stanley Kositsky, at one time a salesman in Philadelphia, and more recently Buffalo branch manager for UA, succeeds Tunick as Philadelphia branch manager. Al Glaubinger, sales manager, UA Boston, goes to Buffalo as replacement for Kositsky.

IATSE Affiliation Tops Colosseum Agenda; Salesmen Favor New Pact

Allied Convention Speakers Include Keynoter Kalver

DALLAS—The National Allied convention at the Statler Hilton Hotel here on Nov. 27-29 will have as its keynote speaker Roy Kalver, head, Allied of Indiana. Other speakers will be president Rube Shor; Abram F. Myers, general counsel and board chairman; Julius Gordon, general convention chairman; and Colonel H. A. Cole, whom the convention will honor.

Grace Folsom, president, WOMPI, said her group was cooperating in plans to make the convention a memorable one. An equipment exhibit has been set, and registration is said to indicate a heavy attendance.

MILWAUKEE—David Bartell, general counsel, Colosseum of Motion Picture Salesmen of America, announced last week that membership of the group had voted to affiliate with the IATSE. The vote was said to have been taken at the Colosseum's recent convention in St. Louis.

The Colosseum has been the bargaining agent for the film salesmen since 1948. Bartell said, "The action will result in mutual benefits."

Richard Walsh, IATSE head, stated, "I am impressed with the calibre of the membership of the Colosseum and the fine reputation it has established in the industry. I feel there is a definite place in our organization for the Colosseum and that such an affiliation will prove satisfactory."

Convention Highlights

ST. LOUIS—The question of affiliation with the International Alliance of Theatrical Stage Employees was the top subject last fortnight on the agenda of the annual meeting of the Colosseum at Motion Picture Salesmen of America at the Kingsway Hotel. Although a final vote on the proposal was taken in a closed session, president N. Wayne Bateman, Los Angeles, said that any official statement would have to come from general counsel David D. Bartell.

The organization went on record against a proposed insurance program because it would have required a substantial raise in Colosseum dues. It was also voted to negotiate a new contract with distributing companies upon the expiration of the present pact on Feb. 17, 1957. There was no official indication of what changes would be sought during the new negotiations.

New officers elected at the final business session are Bateman, president; W. Gordon Bugie, Cleveland, first vice-president; Richard Bond, Dallas, second vice-president; David V. Chapman, Milwaukee, secretary; and Edgar E. Shinn, New Orleans, treasurer. Regional vice-presidents include Edward R. Susse, Buffalo, eastern; Milton Simon, Chicago, central; William Wink, Omaha, midwest; Thomas Donahue, southern; and Allen Adolph, San Francisco, western.

Social affairs, as well as business sessions, highlighted the meet.

Eastern District Expanded By Warners

NEW YORK—Warners' eastern district, composed of Albany, Boston, Buffalo, and New Haven, has been expanded to include the metropolitan district, with eastern district manager Ralph J. Iannuzzi moving his headquarters from Boston to New York, it was announced last week by Roy Haines, the company's general sales manager.



IANNUZZI

Offices and branch managers now comprising the eastern district under the supervision of Iannuzzi are New York, Ben Abner; Albany, R. S. Smith; Boston, William Kumins; Buffalo, Nat Marcus; and New Haven, Angelo Lombardi.

Iannuzzi joined Warners in 1945 as a salesman in Charlotte; promoted to branch manager of that office in 1947; promoted to branch manager in Atlanta in 1949; promoted to branch manager in Boston in 1952; promoted to eastern district manager in February of last year.



Seen at the recent invitational opening of Cecil B. DeMille's Paramount production, "The Ten Commandments," Criterion, New York City, were left to right, the front of the theatre; DeMille and daughter, Cecilia DeMille

Harper; Paramount president Barney Balaban and Mrs. Balaban; Charlton Heston, star of the film; Mrs. Heston (Lydia Clarke), Mrs. George Weltner, and Weltner, president, Paramount Film Distributing Corporation.

Viking, Phila. First-Run House, Asks \$1,800,000 Antitrust Award

PHILADELPHIA—The Viking Theatre has entered suit in U. S. District Court asking \$1,800,000 damages in an anti-trust action against the eight major film distributors and three Philadelphia first-run exhibitors.

The complaint charges that a conspiracy in restraint of trade and in violation of the anti-trust laws has been practiced since the inception of the Viking to impede its ability to compete for first-run pictures.

The suit further declares that distributors in collusion with the defendant exhibitors have acted with the ultimate objective of putting the plaintiff out of business. The Court was asked to enjoin the defendants from engaging in any further conspiracy or carrying out any acts or conduct pursuant to the alleged conspiracy.

The Viking is owned by Harry Sley. It was opened July 2, 1954, after a complete renovation. The plaintiff avers that each of the defendants was notified three months prior to that date of the theatre's intention to enter the market and license pictures.

A long list of complaints is cited by the Viking: The defendants have refused offers made by the plaintiff for pictures, even when they were best offers made; the plaintiff's bids were disclosed to rival exhibitors to enable them to top the

offers; the Viking was required to bid, when competitors were not.

Other discriminatory practices cited included allocation of films to defendant exhibitors without an equal proportion going to the Viking; the plaintiff was forced to submit all his offers in writing, but the same was not required of the defendants; convenient and timely screenings were refused the plaintiff and availability dates were manipulated to his disadvantage.

The plaintiff averred he was forced to take pictures he did not need or want; that film rentals were adjusted for others and refused him; and that he was discriminated against in advertising deals. Further, the plaintiff charged he was forced to bid exorbitant and unconscionable amounts to get pictures.

Further harassment charged was a series of film rental suits against the Viking in Common Pleas Court here entered by Universal International Pictures, 20th-Fox, and Loew's, Inc.

Named as defendants were Paramount, 20th-Fox, Loew's, Inc., Universal-International, United Artists, RKO Teleradio, Warners, Stanley Warner management Corporation, Stanley Company of America, Fox Philadelphia Building Corporation, and William Goldman Theatres, Inc. Aaron Fine of the law firm of Dilworth, Paxon, Kalish, and Green initiated the action.

MPAA Unit Favors Sweeps Instead Of Poll

NEW YORK—It was learned last fortnight that the merchandising and promotion subcommittee of the Advertising and Publicity Directors Committee of the Motion Picture Association of America will meet with the Council of Motion Picture Organizations on staging the "Oscar Sweepstakes" in place of the COMPO Audience Awards.

According to an MPAA representative, the committee feels that COMPO should be asked to stage the "Oscar Sweepstakes" instead of an outside promotion group. They felt that the contest would attain much more success than COMPO's Audience Awards did last year.

A member of the COMPO Audience Awards committee, however, when told of the advertising-publicity directors idea of having the "Oscar Sweepstakes" supplant the Audience Awards, raised the question of "Who is going to pay for staging it," and whether or not the MPAA would advance COMPO additional funds with which to conduct the campaign.

The MPAA board of directors has set a budget of \$25,000 to get the "Oscar Sweepstakes" proposal started. Robert W. Coyne, COMPO counsel, pointed out that the "Sweepstakes" switch would require "lots of cooperation," but he hoped for an "intelligent compromise" on the matter.

DCA Opens Two Offices

NEW YORK—In line with its continued expansion plans, DCA has opened sales offices in Dallas and New York.

ONLY 42 DAYS (and nights) till the thunder down from the hills to

CINEMASCOPE
COLOR BY
TECHNICOLOR
A WARWICK PRODUCTION

The New York Scene *(Continued from page 9)*

from past deals which also must be honored. The four film pact with UA is flexible and can be expanded should it so be desired, and, incidentally, the films he makes for that company revert to him after five years.

Wayne recalled that he made 10 films for Warners, and at last reports the first seven have grossed 28½ millions while their total cost came to seven millions. He doesn't think films should be turned out by the majors just to care for overhead, which is another reason that the majors will welcome the entry of the independent producer on the scene these days. If a story is good, it will do business, said he, and most stories can be told in two hours or less.

He'll holiday abroad a bit before starting actual production and filming.

ADD PRODUCTION NOTES: William Berke, a veteran film-maker, has just completed producing and directing "Street Of Sinners" in town with George Montgomery and Geraldine Brooks. It is based on an original screen play by Philip Yordan. He doesn't agree with complaints that it's more expensive to produce films in N. Y.; rather he thinks that the costs are about the same. He paid tribute to the acting talent as well as the technicians and the unions, who go all out to cooperate.

His deal with United Artists, who will release the above as well as another he finished prior, "Four Boys And A Gun," was made with a handshake, and he likes the operation very much. The company will finance his productions as he makes them. His next will be "Little Men, Big World" by W. R. Burnett, which should roll in February, also in town.

Over the years he has produced and directed 135 feature films for Paramount, RKO, Columbia, Republic, and others, and he has also made a number of TV series such as "Man Against Crime," "I Spy," "The Goldbergs," etc.

THE METROPOLITAN SCENE: Elvis finally came to Broadway when the film introducing him, "Love Me Tender," opened at the Paramount last week. Juveniles of all types, shape, and description were on hand to welcome their hero, some waiting from the wee hours of the morning for the great event. Also waiting were truant officers, who checked ages and reasons why youngsters were not in school. On hand, too, were reporters, photographers, TV cameras, radio, etc., to cover the excitement which was relatively mild. Once the film got rolling every appearance of Elvis evoked some type of emotional disturbance, especially when he sang, with the juveniles wanting more music and less conversation. Everyone agreed that he shook a mean song. . . . Prior to the above opening, 337 radio spots were utilized to tell the people Elvis was a-comin'. . . . The Roxy gave away a batch of James Dean fotos on a first-come, first-served basis, plus ballots indicating whether or not he should be considered for a special Academy Award.

"Chatterley" Appeal Postponed

ALBANY—The Appellate Division will not hear, until its January term, the appeal on "Lady Chatterley's Lover," filed with the Supreme Court here by Kingsley International Pictures Corporation, after the Board of Regents upheld a ban on the film as "immoral."

Arguments had been slated for presentation at the November term of the appellate court. However, a delay in agreeing on the language of a stipulation for the transfer to the higher tribunal made this impossible.

Ephraim London represents Kingsley, while Dr. Charles A. Brind, Jr., appears for Regents.

Ohio Allied

(Continued from page 9)

low last December of 24 million patrons to this year's high of 83 million in July. First week of November this year saw 37 million patrons attending theatres. Films on television offer greater competition to live TV shows than they do to theatres."

Martin G. Smith: "This business has a bright future for those who stay in it. I still think it's a great business despite toil, strife and abuses. I've never observed any business that didn't have troubles. You can't make money without troubles. Patrons will come back to the theatres that deserve to be called theatres."

Jay Emanuel spoke in favor of exhibitors working together through one strong organization, rather than fighting among themselves. He stressed the necessity of establishing industry harmony rather than discord.

bandit-hordes

lunder and pillage!

ZARAK

Reserve It Now for New Year's Eve...from COLUMBIA!

SHOWMANSHIP SWEEPSTAKES

1955-56 SERIES Finalists In Contest No. 73

George Nonamaker
Editor

Bettering Of Filmfare For Kids Wins Community Approval, \$100

PHILADELPHIA—The entry which won favor with the judges in this week's SHOWMANSHIP SWEEPSTAKES Contest 73 was the one of Sam Wormus, Rialto Loveland, Colo., in which he bettered the film fare for his juvenile patronage by showing approved pictures to the kiddie club he formed.

WINNING ENTRY

CHILDREN'S FILM SERIES

Submitted by Sam Wormus
Rialto, Loveland, Colo.

736 seats • 60 cents top admission
General patronage.

With the majority of product recently leaning toward adult entertainment, I decided we had better start thinking more and more about our child trade and what will be our future grown-up audience.

Consequently we set in 10 shows the past summer to play on Thursdays. These were the MGM Library of Children's Entertainment, recognized and endorsed by the national Parents-Teachers Association.

Membership cards were issued in what was termed the Rialto Kiddie Klub, and each card was numbered one through 10 at the top, so that when they attend a number is punched. If they attend nine weeks without missing, they may attend the 10th show free and their card goes into a drawing for a new bicycle, one for boys and one for girls, and numerous other prizes.

The kids were instructed to put their birth dates on the card, and this information we intend to use the year 'round for a birthday promotion when they can bring mom or dad as their guest for the price of only their child's ticket.

In addition, each member of the club had the special right to bring either parent along with them when they attended the special matinees, at the same admission the kids pay, which is 20 cents.

The City of Loveland listed this weekly event along with their schedule of summer activities and the council of churches, P.T.A., and Bible school activities all endorsed the program and urged the kids to attend; and asked that mothers go with them.

The whole program was entered into with the objective being better film programs for children; and a genuine interest in their learning. The theatre is now thought of in a new light.

RUNNER-UP NUMBER 1

"UNIDENTIFIED FLYING OBJECTS"

Submitted by J. M. Mahon
Orpheum, Prince Albert, Sask., Canada

760 seats • 50 cents top admission
General patronage.

First of all, I had another picture booked in for the following weekend, when a meteor flashed over Saskatchewan; and landed in Waskesiu National Park, north of here. I made a quick booking change to "U.F.O."

Several sportsmen came back to town and claimed that they found part of this meteor. I contacted them and had an exhibit in the lobby of the theatre of this material.

A member of a religious sect sent me a letter telling me that the answers to flying objects would be found in the Bible. I contacted the radio station and they made a news story about it, gratis.

Considering the short time we had, we fixed up the front of the theatre in attractive fashion, using the lines: "Not science fiction. Authentic." etc.

We contacted an automobile dealer who handles the Meteor cars and he put a co-op ad in the newspaper giving the theatre the full credits. We also gave out pamphlets on the Meteor car. His ad copy read: "Speaking Of Meteors (photo). This is a portion, assumed to be of the

meteor, that fell in the Waskesiu National Park area recently. You know we haven't seen the spectacular new '57 Meteor Cars yet, but according to all reports they sure must be dillies, etc. We take this opportunity to advise Prince Albert and district residents to visit the Orpheum Theatre and see the latest on 'Unidentified Flying Objects,' etc.

On the Saturday afternoon of the showing of this picture there was an air display put on for the opening of a new runway at the airport. The biggest crowd in the history of the airport went out to see it, about 3,000 cars. We rushed our one-sheets out to a strategic location on the highway, near a stop sign, and had the one-sheets there while all the cars were returning from the airport.

The picture did better than any documentary film that we have ever played.

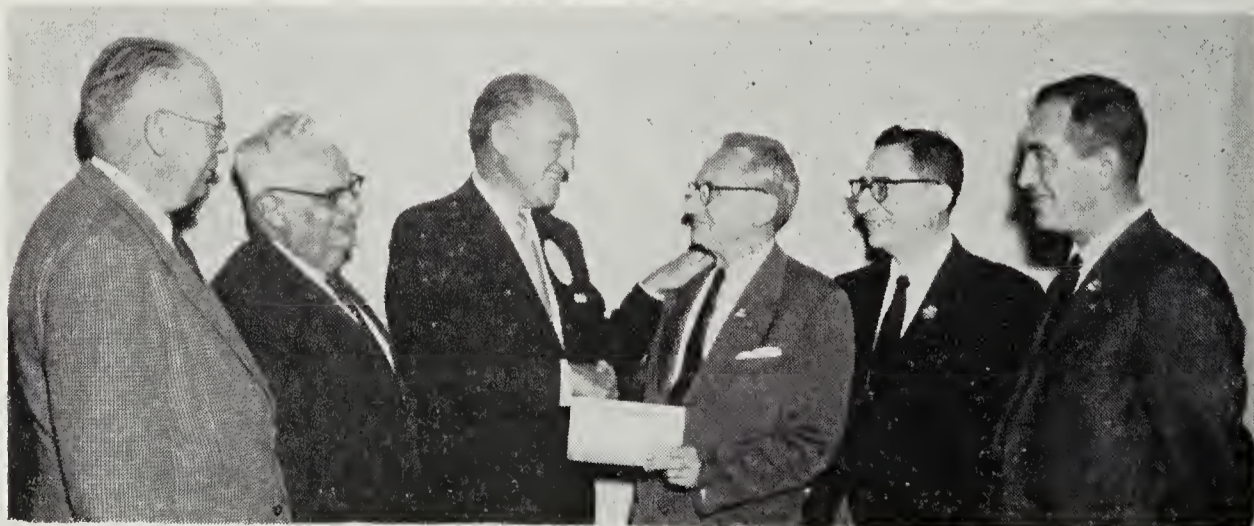
RUNNER-UP NUMBER 2

"THE LEATHER SAINT"

Submitted by Bill Butler
Turnage, Washington, N. C.
546 seats • 50 cents top admission
Rural and city patronage.

In promoting this film in my small town situation, I depended a great deal on our local newspaper, "The Washington Daily News."

My first break came in the sports column, "Side Views," by sports editor John Morgan, who said, "Another good fight picture is supposed to be coming up soon, I understand, called 'The Leather Saint.' It's all about a young preacher who secretly fights every Saturday night for the poor people in his parish, and preaches every Sunday. Sounds interesting to me." Then I was able to get the newspaper to give me also for free a nice publicity story on the picture measuring one column by four inches. Next, the newspaper ran an advance story on the contest Stewart and Everett Theatres, Inc., operators, Turnage, were running for managers and how Butler hoped to win one of the prizes with his all-out campaign on "The Leather Saint." Then I was able to get the newspaper to run an advance story on the film and its principle stars. This story really did get word of mouth talk started, because it gave the movie-going public an inkling of the terrific story behind the scenes of "The Leather Saint." This was followed by my scene mat in the newspaper with



Sam Galanty, Columbia mid-east division manager, recently presented to Samuel H. Northington, manager, Century, Petersburg, Va., a \$500 check for his winning entry in MOTION PICTURE EXHIBITOR'S Showmanship Sweepstakes contest for the best campaign on "The Harder They Fall." Present at the ceremony in the Washington exchange were, left to right, Harold Wood, Neighborhood Theatres home office executive; Ben Caplon, Columbia branch manager in Washington; Galanty; Northington; Sam Bendheim, general manager, Neighborhood Theatres, Richmond; and Dave Kamsky, advertising and publicity manager, Neighborhood Theatres, Richmond.

Your Holiday gift
 from **RKO**...all wrapped
 up in box-office money!



EDDIE DEBBIE
FISHER REYNOLDS
 in
BUNDLE
OF JOY



co-starring

ADOLPHE MENJOU **TOMMY NOONAN**
 with **UNA MERKEL**
WILLIE COOPER **BILL GOODWIN**
HOWARD McNEAR
TECHNICOLOR®

Produced by EDMUND GRAINGER,
 Screen Play by NORMAN KRASNA,
 ROBERT CARSON and ARTHUR SHEEKMAN
 • Story by FELIX JACKSON • Directed by
 NORMAN TAUROG • Musical Numbers and
 Dances Staged by NICK CASTLE • Lyrics by
 MACK GORDON • Music by JOSEF MYROW



5 happy reasons why "Bundle of Joy" will do capacity business . . .

- 1.** Eddie's first movie—and he's NO. 1 with over a million fans!
- 2.** Eddie and Debbie—America's New Sweethearts together for the first time in a movie!
- 3.** 6 headed-for-the-hit-parade songs—sung by Eddie and Debbie—and the rest of this wonderful cast!
- 4.** It's Technicolor and Wide Screen—to get them away from their TV sets and into your theatre!
- 5.** It has wonderfully warm fun all the way—Taps . . . Songs . . . and a lot of the fun takes place in a Department Store . . . think of the tie-ups for you!

RKO's Big-Money Package for Your Top Playing Time!

a real good reader below it again plugging the picture and playdates. Two more readers promoting the picture followed, and the editor and publisher of the paper wrote about the film in his personal column, something never done before. I also ran an eight column banner across the bottom of the movie page, which proved to be a big selling part of my campaign. This and the large three column spread ad was the only paid advertisements used.

It is most unusual for us to obtain so much space in our newspaper on any one picture; and the concentrated efforts really paid off.

I contracted the 5,000 watt radio station here; and told the manager of the station about the contest I was trying to win within our chain of theatres. He was very considerate, and I came up with eight five minute sport programs, one in which I was guest speaker, all promoted free and slanted directly toward local people who are our theatre patrons.

For lobby display we had a cutout of a boxing figure wearing real boxing gloves. I had a banner strung across Main Street two weeks in advance of playdate. An ace window located directly across the street from the theatre was obtained for a display. We borrowed a store figure and dressed it in boxing trunks and boxing gloves for this and it attracted the desired attention.

Contestants are urged to watch carefully expiration dates of the offers from the film companies on SHOWMANSHIP SWEEPSTAKES awards.



While \$100.00-per-week will be awarded each and every week throughout the year by the SHOWMANSHIP SWEEPSTAKES editors, certain film distributors from time to time will post additional DISTRIBUTOR CASH PRIZES of \$250.00 to \$1,000.00. In order to focus attention on a particular picture.

Such DISTRIBUTOR CASH PRIZES must be posted for a period of 26 weekly issues, and if not won will be withdrawn. To qualify for a DISTRIBUTOR CASH PRIZE, a promotional stunt or campaign, in which the particular picture is the center of interest, must win a MOTION PICTURE EXHIBITOR \$100.00 weekly prize. This will give it "a leg" on the larger prize. At the end of the 26-week period, should more than one entry have such "a leg" on the same DISTRIBUTOR CASH PRIZE, they will be re-submitted to the circuit executive judges for special judging of the one best. This one best will then receive the entire DISTRIBUTOR CASH PRIZE; or, should a tie develop it will be shared.

**DISTRIBUTOR CASH PRIZE NOW
IN EFFECT . . . is as follows:**

COLUMBIA PICTURES

\$500.00 on —

"Earth vs. The Flying Saucers"

(This Prize Expires December 5, 1956)

RUNNER-UP NUMBER 3

"SCREAMING EAGLES"

Submitted by Dave Weinstein
Valley Forge Drive-In, King Of Prussia, Pa.

1,004 cars • 85 cents top admission
General admission.

This one was a natural for a co-op tieup with the U. S. Army.

The Army Recruiting Service gave us 200 tack and window cards, which were sniped; and with the help of the army were distributed throughout Norristown, Conshohocken, The Main Line, etc.

I then, on the advice of the Army Recruiter, contacted the C.O. of Tank Company 90 mm. 111th Infantry Regiment, located in Norristown, and received their cooperation in securing an M-47 tank, which was put on display for three days after first securing permission from the local police department.

An array of posters and weapons were put on display at both the Norris, Norristown, Pa., and the Valley Forge Drive-In, with a squad from the Armory to explain and demonstrate for the curious.

The tank was driven through three towns daily with placards advertising the picture. It was on display for drive-in patrons on the patio in front of the snack bar along with all the other equipment.

Newspaper and radio coverage was excellent and no charge due to the recruiting tieup and the fact that the National Guard was also having an open house the Sunday following our play dates.

The entire complement of the Armory was invited as guests of the drive-in and a group of 20 men in uniform arrived on a Friday evening under command of Lieutenant John S. Bandaian. Friday being Family Night at the drive-in, the small fry present really got a bang out of the parade into the spot led by the tank, followed by jeeps. The kids had the privilege of climbing all over the tank.

The cross lobby display erected in the main lounge of the Norris, Norristown, Pa., in cooperation with the Army Recruiting Service was most attention getting and featured a parachute, along with other equipment.

RUNNER-UP NUMBER 4

"ATTACK"

Submitted by H. G. Boesel
Fox Palace, Milwaukee, Wisc.

2400 seats • \$1.25 top admission
General patronage.

Our promotion on this UA film included use of a complete teaser ad campaign in both the Milwaukee Journal and Sentinel starting on Sunday two weeks in advance.

A special set of teaser trailers was used three weeks in advance, followed by regular National Screen Service trailer one week in advance.

A special false front was erected with three foot, eight inch thick cutout letters. This front was done in red, white and blue and followed a patriotic motif.

A special trailer truck was used for street bally. This huge flat motor-truck had a double six-sheet posted in its center plus a connecting three sheet which read "Why did they try to stop this picture?" The truck toured the city and was used day prior and opening day.

Extensive Campaign For "Written On Wind"

HOLLYWOOD—Utilizing every promotional facet designed to stimulate increased film attendance and employing audience pre-tested advertising appeals, U-I's "Written On The Wind," scheduled for release early next year following a series of special pre-release Christmas engagements, will receive an intensive promotional campaign, David A. Lipton, vice-president, told advertising, publicity, and exploitation executives at a recent studio conference.

The same type of concentrated promotional barrage designed to deliver a saturation promotional impact at the local boxoffice level is also being developed for "Battle Hymn," "The Great Man," "Four Girls In Town," "Istanbul," and other important releases scheduled for the early months of 1957, according to the plans outlined by Lipton.

Highlights of the "Written On The Wind" campaign include an extensive TV spot campaign with more than 400 announcements being used in 35 markets; a national magazine and Sunday supplement advertising campaign; advance promotional tours and magazine, TV, and radio interviews by Rock Hudson, Dorothy Malone, and Robert Stack; Technicolor teaser trailers designed for showing in addition to regular pre-playdate trailers; a title song recorded for Decca by the Four Aces and set for disc jockey and record store attention; and an aggressive local newspaper ad campaign.

Star Plugging "Public Pigeon"

HOLLYWOOD—Vivien Blaine, who co-stars with Red Skelton in RKO's forthcoming "Public Pigeon No. 1," is doubling as unofficial publicity ambassador for the picture during her 18 city road tour as the star of the dramatic hit, "A Hatful of Rain."

In each city, Miss Blaine is giving interviews on the film to motion picture editors, as well as meeting dramatic critics of various newspapers and radio and television station personnel.

A special ad was taken in "Let's See" weekly magazine for visitors in the city. This is a 20,000 circulation at hotels, motels, etc.

We obtained gratis a five-column scene cut on Sunday prior to opening in the Sunday Sentinel.

We also obtained a special break on locating an actual person by the name of "Eddie Albert," who works for The Journal. Officers of a fan club feted him and he attended opening night as our guest.

A 24 foot lobby side wall display was placed three weeks in advance.

Considerable attention was attracted by the distribution of 5,000 book matches which were distributed several weeks in advance. This is a stunt which hasn't been worked here in a long time.

All of this, plus a smash opening day ad in both papers; and eight special book store displays using war novels and tying in picture and theatre, were the stunts employed to turn the trick for us and result is a holdover business.

Albany Variety Unit Names Kellert Chief

ALBANY—Taking office immediately after their election, a new Variety Club crew and officer group laid plans for an active charitable, social, and membership program in the next 12 months. Al Kellert, advertising agency head and former commercial manager of station WOKO, succeeded Harold Gabilove, president of RTA Distributors and one-time Paramount-Publix manager, as chief barker.

Norman Weitman, University branch manager, advanced from second to first assistant chief barker, Irvin Ullman, area supervisor of Fabian drive-ins, was named second assistant chief barker. Aaron Wing was returned as property master, while Max Zuckerman was chosen dough guy. Zuckerman is an accountant, with industry connections.

Other crewmen are Lewis A. Sumberg, attorney; Jack Hamilton, Berlo Vending Company branch manager; Dr. A. I. Milstein, Eugene Teper, Arthur Green, and Simon Backer. The latter five are business men. Gabilove and Harry Lamont, president of Lamont Theatres, were designated as co-chairman of the Heart Fund. Ullman is handling publicity.

Albany

Film Row had a heavy turnout for the funeral of Arthur Horn, 68, MGM salesman here for 16 years, who died in Albany Hospital after a long illness. Rabbi Samuel Wolk, Temple Beth Emeth, officiated. Burial was in Westchester Hills Cemetery, Mt. Hope. A graduate of New York University Law School, class of 1907, Horn practiced in New York City for years before joining Loew's, Inc. Wife, daughter, and a grandchild survive. An only son, a doctor, was killed in a service plane crash during World War II.

Atlanta

R. B. Graber, Allied Artists' New York office, was in at the local exchange. . . . Georgia Theatres closed the Ritz, Athens, Ga. . . . J. H. Thompson, president, Martin and Thompson Theatres, Hawkinsville, Ga., and head of the Georgia Theatre Owners, along with his committee conferred with the local WOMPI's to further their "back to the movies" campaign. . . . The Newport Amusement Company closed

Georgia Exhibitors Vote Press Relations Award

ATLANTA, GA.—Theatre Owners and operators of Georgia at their regular meeting held at the Variety Club voted to present annual awards for the best stories published in Georgia newspapers about movies.

President L. H. Thompson, Hawkinsville, Ga., appointed the following committee to complete plans for the award: C. L. Patrick, Martin Theatres, Columbus, Ga., chairman; O. C. Lam, Lam Amusement Company, Rome, Ga.; John Stembler, Georgia Theatres; Paul Wilson, 20th-Fox; Gordon Bradley, Paramount; and Harvey Walters.

Some 50 theatre owners, operators, and distributors from all over the state attended the luncheon.

NEWS OF THE TERRITORIES . . .



Cecil B. DeMille is seen being greeted recently by Robert T. Murphy, managing director, Century, Buffalo, when he arrived in that city for a special preview of Paramount's "The 10 Commandments" at the Amherst.

their Family Drive-In, Johnson City, Tenn., for the winter. . . . Carol Smith is the new booker at MGM. . . . The Seven Drive-In, Sevier, Fla., cut showings to four days per week. . . . Wayne Shepard is the new manager, Midway Drive-In, New Port Richey, Fla., replacing Lester Persall, who left for Hattiesburg, Miss.

Boston

Leon Task, owner and operator, 22nd Avenue and Palm Drive-In, Miami, Fla., made a flying visit to his exhibitor friends. He formerly operated the Ideal, Milford,

Exhibitor Rolls Up Record Vote Margin

PROVIDENCE, R. I.—Joseph Jarvis, owner-manager, Gilbert Stuart, Riverside neighborhood house, who originated the Junior Theatre Patrol which successfully curbed mischief-makers in his house, and who has headed several campaigns for the betterment of juveniles, scored a smashing victory in the recent elections when he was named to the East Providence School Committee by the greatest vote ever given any candidate.

Jarvis, a virtual newcomer in politics, rolled up a larger vote than any of the three other candidates, including one former Councilman and Police Commissioner, attesting to the theatreman's great popularity. He ran far ahead of the rest of his ticket, and carried districts that seasoned campaigners predicted he could not possibly win.

Mass. . . . When Ernest Warren took over the lease on the Strand, Haverhill, Mass., one of his first innovations was the installation of CinemaScope lenses from Massachusetts Theatre Equipment Company. He also had the seats repaired and painted and refreshed the inside without having to close the theatre. Warren is handling his own buying and booking.

"... Money prospects extremely favorable...
Adult... Sensational... Will undoubtedly
be one of the most talked about pictures!!"

FILM DAILY

WOMEN

ritten in the end



A Universal-International Picture .. AVAILABLE DEC. 25th

Stellings Honored On TOA Election

CHARLOTTE—The many friends of Ernest G. Stellings, president, Stewart and Everett Theatres, Inc., from exhibition, distribution, and allied fields, honored him with a dinner at the Variety Club. Approximately 100 people were present and the occasion was to singularize Stellings on being elected president of Theatre Owners of America.

Scott Lett, manager, Howco Exchange, acted as master of ceremonies, with speeches by Roy L. Smart, Frank Beddingfield, H. H. Everett, Charles Trexler, H. F. Kincey, and George Roscoe. A specially prepared recorded "skit" of Stellings' early life, produced by Ray Ervin and Francis Fitzgerald of radio station WGIV, was a highlight of the program. Jack D. Fuller, president, Theatre Owners of North and South Carolina, presented Stellings with a dual-pen desk set.

The entire affair was handled by Smart and Beddingfield, representing exhibitors, and Lett and Cy Dillon, manager, Republic, for distribution.

... American Theatres Corporation has leased the concession stands in all its conventional theatres to the ABC Vending Company, effective Nov. 6. This step has no effect upon Ben Conviser, head of maintenance and purchasing of American Theatres Supply Company, who is continuing on in his former capacity. He will supervise the theatres under the new ABC-Vending-ATC contract. . . . More than 100 members and their wives of the



Marcia Henderson, center, whose home town is Williamstown, recently greeted a real fan, Mrs. Emma Roberts, at the Mohawk, North Adams, Mass., when she visited during the engagement of one of her films, Allied Artists' "Canyon River." Theatre manager Richard Buzzell is on the right.

Variety Club of New England attended the Variety Club day at the races at Narragansett Park as guests of Judge Dcoley, president. . . . Congressman John E. Fogarty of Rhode Island was guest of honor at an executive committee meeting of the Children's Cancer Research Foundation at the Jimmy Building. Arthur Lockwood, president, presented Fogarty with a Citation of Honor for his far-sighted leadership in behalf of medical research throughout the United States. He was recently chairman of the committee responsible for having 185 million dollars appropriated for medical research in the country. In making the presentation, Lockwood, president, Lockwood and Gordon Enterprises, said, in part: "His efforts have brought better health and happiness to children everywhere." . . . Martha Ferris, former head of the Film Board of Trade in this area, has joined the new DCA staff as cashier.

PROVIDENCE, R. I., NEWS—Recent visitors included Joseph Mansfield, United Artists exploitation, working with Loew's State on the forthcoming "Sharkfighters"; Abe Bernstein, UA, setting the stake for "Attack"; and Floyd Fitzsimmons, MGM exploiter, who was assisting in making publicity tieups for "Julie" and "The Opposite Sex." . . . Many surrounding drive-ins are featuring only one complete show nightly. . . . The Fairlawn, Pawtucket neighborhood house, recently announced a change of policy. The new schedule provides for one complete performance nightly, Friday continuous from 6:30 p.m., and Saturdays, Sundays, and holidays, continuous from 1:45 p.m. . . . Willard Mathews, former Majestic manager, and now a Comerford Theatres' executive with headquarters in Scranton, Pa., was a recent visitor. . . . Bill Brown, Columbia exploitation, has been working with the Strand management on the forthcoming "You Can't Run Away From It."

Chicago

A gala pre-Christmas children's carnival is being arranged for the day after Thanksgiving by Leland Eastman, manager, Varsity, Evanston, Ill. The youngsters, in costume, will meet Mr. and Mrs. Santa Claus as they arrive by train. Following a parade, a special program will be presented at the theatre where awards will be presented for the best

Industry Faith Spurs Theatre Renovations

BOSTON—John E. Voudoukis, a Berlin, N. H., business man, has faith enough in the future of the industry to spend \$150,000 in renovating a closed theatre. Not only is he planning to remodel the Princess there, but he is installing the latest projection equipment and adding a drive-in type of snack bar in the floor below the lobby and auditorium which is to cost \$30,000.

Voudoukis owns the Princess, which had been under lease to Maine and New Hampshire Theatres. Closed for several years, the circuit is not renewing the lease and the theatre will fall back to Voudoukis Dec. 1. He has had plans drawn by architects to gut the entire inside and put in a stadium-type auditorium without a balcony and with seats widely spaced for maximum comfort.

Over a year ago, Voudoukis found the Gorham, N. H., theatre on his hands at the expiration of a lease. Despite warnings that he would be unwise to invest money in remodeling and operating the house, Voudoukis spent a considerable sum to install stereophonic sound and bought the best pictures available. "Are you making a profit?" was the first question asked. His answer came easily. "Remember," he said, "I own the property. When the lease expired, I put the theatre up for auction. There was not one bid made. I figured a dark theatre is no asset in any town, so I decided to enter the business myself. I realized that I couldn't expect to get back the revenue we had before the advent of TV, but I hoped for 70 per cent of the customers. That was my goal and that's why I put in the best equipment and the utmost in patron comfort. I have retrieved the 70 per cent of pre-TV patrons, so, to answer your question, I am making a profit."

costumed kids with gifts for all from a department store which is sponsoring. . . . At the suggestion of producer Cecil B. DeMille, the Italian Boys Town's benefit at "The Ten Commandments" was switched at the McVickers from the opening night to the second. . . . Frequent trips are being made to Hollywood by John Balaban, B and K president, and Dave Wallerstein, executive vice-president, where "Saint Christopher," Balaban's first venture as a producer, is in the making. They are busy interviewing writers, directors, etc. . . . Publicist Paul Montague is convalescing from surgery of several weeks ago. . . . With the view of keeping the pupils off the street on election day, the Parents-Teachers Association of Goudy grammar school sponsored a matinee at the Lakeside. The affair, for a school benefit, was presold. Teachers and parents complimented manager Jack De Wiggins for a splendid show.

Cincinnati

Local exhibitors attending the ITOO convention in Columbus included Herman Hunt, William Onie, Frank W. Huss, Jr., Roy White, and Louis Wiethe; also, James McDonald, TOC general manager, and James A. Conn, manager, National Theatre Supply. Huss and Wiethe, with their wives, attended the board of directors dinner. . . . In a local newspaper inter-

COMING TO NEW YORK?

Stay at this modern 25-story hotel. All rooms outside exposure. Large, beautifully furnished rooms with kitchenette, private bath, from \$5.50 doily. Two room suites from \$9.50

SPECIAL MONTHLY RATES!

Air-conditioning & television available

Hotel BEACON

Broodway at 75th St., New York
Oscar Wintrab, Managing Director

SAVE MONEY ON PREVUES

Use Filmack's New, Deluxe

3 Frames With Copy, Photos and Off Stage Talk

TEASERETTE TRAILER \$1.75 each

IMMEDIATE SERVICE! NO CONTRACTS NO RETURNS

Use as Prevues, Advance or Cross Plugs!

Used by many circuits

FILMACK 1327 S. Wabash Chicago, Ill.

Newspaper Strike Hits Cleveland Theatres

CLEVELAND—Last week, Cleveland was still without a daily newspaper. Not since Nov. 1, when the Newspaper Guild members of the press went out on strike, has any of the three dailies been published. Guild members on the Press, News, and Plain Dealer staff were getting out a daily tabloid in limited quantities available at news stands only. But the contents were limited to news in brief, obituaries, TV-radio schedules, department store and downtown theatre advertising. The newspaper silence has hurt both department store and entertainment business.

With elections out of the way, theatres were finding TV and radio time available for spot announcements. However, there was no concerted plan used by subsequent run theatres to offset the newspaper strike. Individual theatres were applying measures such as having super markets include printed schedules in the shopping bags.

Mostly, the subrun theatres were satisfied with direct patron to theatre telephone inquiries. Members of the opposing parties met regularly in the office of Mayor Anthony Celebrezze. The Mayor announced progress has been made in negotiations.

view, Rube Shor, president, National Allied, predicted 25 per cent of this area's neighborhood and suburban houses will be forced to close within six years because of high operating costs, expensive films, and TV competition. . . . In were Harris Dudelson, district manager, and Tom Dillon, salesman, Buena Vista; T. O. McCleaster, 20th-Fox district manager, and R. L. Conn, assistant branch manager, Chicago office, 20th-Fox, who is directing its "World Leadership Drive." . . . New officers of the Ladies Auxiliary, Tent Three, Variety Clubs, are Mrs. Arthur Van Gelder, president, succeeding Mrs. Herman Hunt; Mrs. Jack Finberg, first vice-president; Mrs. Abe Strauss, second vice-president; Mrs. Jerry Wall secretary; and Mrs. Charles Wolfson, treasurer. Board members are Mrs. Phil Fox, Mrs. Saul Greenberg, Mrs. Abe Maius, Mrs. Jack Okie, Mrs. Harry Pollins, and past presidents Mrs. M. M. Dennis, Mrs. Allan Mortiz and Mrs. Hunt. . . . John Hoffman, manager, Regent, Springfield, O., is conducting a five-week dancing contest, with weekly sessions at the theatre in conjunction with the local Arthur Murray dance studio and local merchants. Top prize is a two-week, all-expense vacation. . . . W. A. Fraley, owner, River View Drive-In, Hamilton, O., is a new TOC member. . . . Mike Klein is a new Warners salesman in West Virginia. . . . Mrs. Phil Chakeres, wife of the president of the Chakeres Circuit, Springfield, O., is now convalescing at her home from a heart condition, after several weeks in a hospital. . . . Kay Hall and Doris Thiemann, RKO clerks, were November brides. Joan Clemens replaced Miss Thiemann as contract clerk. . . . The first thousand women who pay to see 20th-Fox's "Love Me Tender" at the State, Springfield, O., on Thanksgiving Day will be gifted with photos of Elvis Presley.

COLUMBUS, O., NEWS—Mrs. Pearl Gray announced the sale of the Lyric, Greenfield, O., to Charles A. Weller,

ITOO's Adams Condemns Showings Of Sex Films

CLEVELAND—Following editorial condemnation in various Ohio newspapers of the showing of sex movies, Horace Adams, head, Independent Theatre Owners of Ohio, stated, "There is no place on the theatre screens of this state for sex pictures, nudist pictures or other films which will offend public taste. As president of this organization I vigorously condemn this type of film."

plumbing and heating contractor. The Lyric was ordered closed recently by the State Division of Factory and Building Inspection because of alleged non-compliance with an order issued to Mrs. Gray to make certain improvements. . . . Walter Kessler, manager, Loew's Ohio, arranged with Sid R. Phillips, promotion director of the Ohio State Journal, for the staging of the seventh annual Franklin County High School Queen of Queens contest on the Ohio stage Nov. 23. The Ohio State band of 120 pieces will make its only downtown appearance of the season on the Ohio stage that night. Trophy sponsored by June Allyson, star of MGM's "The Opposite Sex," will be presented to the winner. . . . Downtown theatremen were cheered at the announcement that the Lazarus department store, the city's largest, plans to erect a 10-story addition. The store is around the corner from Loew's Ohio and RKO Grand and about one block from Loew's Broad and RKO Palace. The announcement, say theatre-

men, indicates the city's leading merchants believe there's plenty of vitality left in downtown business.

Cleveland

Henry Hellriegel, theatre builder and contractor, is remodeling and redecorating the Valentine, Canton, O., for the owner, Larry Heller. It was formerly operated by Joe Calla but has been closed. It is understood Heller will take over the operation when the remodeling is completed. This includes a new front, new lobby, carpets, seats, screen, auditorium redecoration, and new booth equipment. When completed, the theatre will be renamed. . . . Word comes from Jefferson, of the death of Mrs. M. E. Ames who, with her husband, operated the Ames. Prior to her last illness, Mrs. Ames spent 36 years assisting in the theatre in various capacities. Surviving in addition to her husband are a son, two sisters, a brother, three grandchildren, and three great-grandchildren. . . . David Sandler, president, Sandler Manufacturing Company, has sold his Little Inferno theatres to the United States Naval Training Station, Lorain, O. Designed originally as in-car heaters for drive-ins, they are being used for heating indoor areas. . . . Jack Share, until recently salesman, Buena Vista, is now a member of the RKO sales force. He succeeds Jack Lewis, resigned. . . . The Variety Auxiliary clambake was a great success, with some 50 Variety Club members and their wives attending. This was the first social event of the newly organized Auxiliary headed by Mrs. Sam Weiss. The Variety members were taken to the

WOW!

written *in the* *mind*

"... will be written in long remembered black figures in ledgers of theatres fortunate enough to exhibit it..."

BOXOFFICE

A Universal-International Picture ... AVAILABLE DEC. 25th



These National Theatres managers and their wives recently left for a "dream trip" vacation in the Hawaiian Islands, and on hand to see them off was Lili Gentle, 20th-Fox starlet featured in "Teenage Rebel." From left to right are Mr. and Mrs. William Dumond, El Centro, Cal.; Mr. and Mrs. John Fredericks, Fresno, Cal.; Miss Gentle; Mr. and Mrs. Dick Conley, Billings, Mont.; Mr. and Mrs. Willis Cooley, Everett, Wash; and Mr. and Mrs. Willis Schaffer, Hutchinson, Kans. The lucky five were cited by company president Elmer C. Rhoden for their initiative, resourcefulness, imagination, and performance in building movie attendance.

scene of the clambake in a chartered bus which was provided by the Auxiliary complete with a professional accordionist to lead the singing en route. Mrs. LeRoy Kenis was chairman of the committee on arrangements. . . . With general interest in art operations growing, Edward Shulman and Louis Sher acquired their 10th art house. Latest to be added to the chain is the Westwood, Toledo, O., formerly a unit of the Smith and Beidler chain. The house is now being entirely remodeled, and the seating capacity is being cut to 600 seats.

Dallas

Arthur Leonard, independent producer, has joined the staff of Film Corporation of America and will meet here with Jack Goldberg, head of distribution, who is flying here from New York. Goldberg will sign distribution contracts for 10 feature films to be shot in Texas by FCA. Shooting is expected to begin within four weeks on the first picture. . . . George Jessel will headline the City of Hope's benefit dinner-dance, "Night Of Stars," on Nov. 25 at the Baker Hotel's Crystal Ballroom. . . . Jesse O. Akin, 56, chief service engineer, Hardin Theatre Supply Company, died in a local hospital following a heart attack. He was also formerly with the Interstate Theatre Circuit. . . . Interstate Theatres' second presidential poll correctly foretold the reelection of President Dwight D. Eisenhower. The straw vote balloting was held for a six week period in 85 theatres. . . . The Jack Adams and Ray Jones association has moved into new exchange offices at 4315 Oak Lawn. Jones has just returned from New York where he has been negotiating for new product. . . . A special dedication has been made in honor of Sol M. Sachs, the new RKO district manager, during the Dan O'Shea drive set for Nov. 23 through Dec. 20, according to T. D. Walton, local RKO manager. The tribute to Sachs is to commemorate his 30 years of service with RKO. . . . Jim Ronsick is the new MGM salesman here, coming from the Memphis area. . . . John S. Allen, head salesman, has returned from a sales meeting in Chicago. Ed Brinn, formerly covering the Houston area for MGM, has been transferred back to the local area. . . . Bill

Bond, formerly an MGM salesman, has joined the staff of Columbia as a salesman, replacing Dale Kerby, who resigned. . . . Allied Artists held open house here at its new exchange at 2204 Commerce Street. Around 250 invited guests attended, and a luncheon was served from noon until two p.m. J. A. Prichard, district manager, served as host, assisted by W. E. Finch, branch manager.

Denver

The Esquire has launched a new form of operation, to be used when the house is showing art films especially. Manager Joe Vleck will show the films only once daily, with "curtain time" being 8:30. The house will serve tea prior to show time, late magazines will be available, and programs will be distributed. Vleck is of the opinion that the former curtain times of seven was too early and the nine p.m. time was too late. The new way will permit folks to have a leisurely dinner hour and tuck in the children before going to the theatre. . . . S. D. Leonard is building a new drive-in at Martin, S. D., to accommodate 350 cars, to open in the spring. . . . Bus Amato, 20th-Fox salesman, is father to his fourth child, his first boy, Michael Lester, born at St. Joseph's hospital. . . . Arthur Ables, formerly branch manager here for 20th-Fox, died at his home in Florida. . . . Alice Dianne Carr, 20th-Fox booking secretary, and Richard Stewart were married. . . . Robert Smith, partner

in Steamboat Springs, Colo., theatres, was elected to the Moffatt Tunnell Commission. . . . Ed and John Nelson have closed the Olathe, Olathe, Colo., being unable to show a reasonable profit even with full merchant cooperation. . . . The A-Best drive-in, Denver, has thrown up a screen in front of the window that permitted patrons to view the drive-in screen in the winter, and are keeping the place open during the winter. The facility has seats for 502, and is entirely enclosed. And of course, plenty of parking space is available. . . . Duke Dunbar, formerly secretary of the old film board of trade, was reelected to his fourth term as attorney general of Colorado. . . . Neil Beezley, owner, Midway, Burlington, Colo., lost by a narrow margin in his race for the state legislature. . . . Merle D. Lewis, manager, Peerless, Holyoke, Colo., died.

Houston

Eve Arden, film star as well as the popular "Our Miss Brooks" of television, will be making her first visit here. She'll be the mistress of ceremonies for the City of Hope's "Night Of Stars" in the Shamrock Hilton Hotel. . . . Cotton Griffith, Tidwell Drive-In, has become a proud father of a daughter named Rebecca Jan. . . . Loew's State stage was the scene of a drawing for prizes of a contest sponsored by the Houston Chronicle and Good Housekeeping Institute. . . . John Price, manager, King Center Twin Drive-In, has returned from a trip made to the home office of the Jefferson Amusement Company, operators of the drive-in, at Beaumont, Tex.

Jacksonville

French Harvey, head of FST's advertising department, was recovering from a successful operation in a New Orleans hospital. . . . O. O. Ray, Jr., has been advanced to a salesman's post in the U-I branch office. . . . The joint Variety Club-WOMPI dance was a financial success, reported Tom Sawyer and Jane Popplewell, dance committee heads. . . . Buford Styles, U-I branch manager, returned to work after a fall vacation. . . . Young George Bradley, former assistant manager, Southside Drive-In, died suddenly in Tallahassee. . . . The widow of John H. Mackey, a pioneer figure in the Florida film industry, died here at the home of Mr. and Mrs. John Crovo, who are also industry pioneers. . . . A Christmas cake sale to raise funds for the Pine Castle



Robert Jacker, Columbia's assistant general sales manager, who is being honored in the Hey Rube Sales Drive, was greeted recently in Detroit. From left to right are Columbia branch manager Milton Zimmerman; Alden Smith and Sam Barrett, Cooperative Theatres; Columbia division manager Carl Shalit; Bob Euermele, General Theatres; Jacker; and Carl Buermel, General Theatres.

Circuit Is Victorious In Court Tax Fight

HARTFORD, CONN.—The U. S. Tax Court has entered a decision finding that Western Massachusetts Theatres, Inc., overpaid its excess profits taxes for 1943, 1944, and 1945 by \$215,761.37.

In effect, the finding was a formality subsequent to a July decision of the U.S. Court of Appeals, First District, in which an earlier tax court finding in favor of the government was reversed.

The overpayment is subject to interest and other allowances, also in favor of W.M.T. The appeal to the U.S. Court of Appeals was made after the tax court rule that W.M.T. owed \$359,518 in excess profits taxes.

Had the final decision been in favor of the government, it would have meant an outlay of approximately \$600,000, including amount which the tax court claimed was owed, plus interest charges.

The question of whether the firm was liable for the additional taxes hinged on whether there was a tax-free reorganization in 1935.

School was being planned by WOMPI members. . . . Thousands of study guides on "War And Peace" were distributed to local schools by Jim Levine prior to the motion picture's opening at the downtown Florida.

MIAMI, FLA., NEWS—An "ad lib" tape recording conversation between Mrs. Lillian Claughton and a radio station WQAM staff announcer regarding her visit to New York to view the world premiere of "War And Peace" was used on the station in place of quite a number of the regular commercials on the picture, according to Claughton publicist Don Tilzer. . . . Dick Treccase, manager, Tower, resigned to enter another field of work. Martin Davis replaces Treccase, while James Reese Elliott replaces Davis at the Parkway. . . . Jack Fink, Park, Tampa, Fla., used giant-sized banners reading "Ooh . . . That Ekberg!" stretched across the street to plug "Back From Eternity."

Minneapolis

The Leola, a neighborhood house, was burglarized of \$55 in change. . . . Betty



Jeff Richards, who appears in MGM's "The Opposite Sex," recently attended the convention of the Motion Picture Exhibitors of Florida in Jacksonville, where he is seen with, left to right, George Jessel, who was guest speaker at the convention banquet; B. B. Garner, president, Talgar Theatre Company, new president of the group; and Elmer Hecht, executive, Wometco Theatres, and outgoing head of the MPEOF.

Dwinell is the new stenographer, Paramount. . . . Chick Everhart will build a 300-car drive-in at Walker, Minn., with opening set for next spring. Everhart also operates the conventional State, Walker. . . . Vernon Johnson has opened his new conventional Grand-Vu, Pollock, S. D. Ralph Pielow's Quad States Theatre Service is handling the buying and booking for the house. . . . Ben Berger has started some exterior redecoration and renovation at the Astor, loop last-run house, which he took over from Minnesota Amusement Company. . . . William Flieder celebrated his 27th anniversary as owner, Canby, Canby, Miss. . . . Leo Giacometto has been named manager, Belle, Belle Fourche, S. D., succeeding Harold Remp. . . . Bob Rosen, manager, Welworth Circuit, Bismarck, N. D., presented copies


of Tolstoy's "War And Peace" to the Bismarck library as part of the promotion for the film in that town. . . . Aberdeen, S. D., city fathers have instructed the city attorney to revise theatre license fees downward. The decision to grant reductions followed receipt of a letter from Minnesota Amusement Company requesting a reduction from \$175 to \$75 for its Capitol. The new license fees also will grant proportionate reductions to smaller houses in the city.

New Haven

Our congratulations to Mr. and Mrs. Irving Mendlesohn, United Artists branch manager and wife, on their 25th wedding anniversary. Carol Mendlesohn, daughter of the New Haven film man, student at



Louis J. Finske, right, president, Florida State Theatres, recently addressed an advertising forum at the Jacksonville convention of the Motion Picture Exhibitors of Florida. Seen with him are Irving Mack, Filmack Corporation, Chicago, left, and Jim Cartwright, FST district supervisor, Daytona Beach.



"...High, human drama wrought masterfully...Should record very well at the box office."

MOTION PICTURE HERALD

WOW!

written in the mind

A Universal-International Picture

...AVAILABLE DEC. 25th

Fire Guts Theatre, Postpones Reopening

SHREVEPORT, LA.—A weekend fire gutted the auditorium of the newly remodeled Centenary and postponed its reopening as an art house.

The screen, curtains, stage equipment, and 700 seats were destroyed. The walls and ceilings were charred. There was smoke damage to the projection equipment and lobby concession stand.

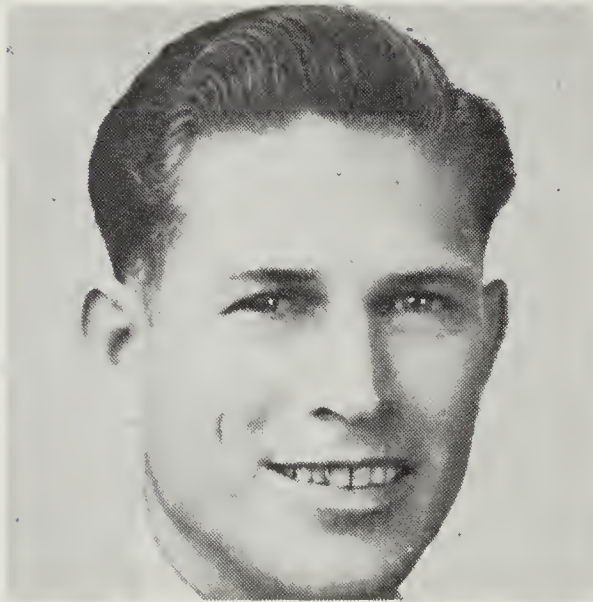
A crew of painters left the building about 10.30 p.m. on Nov. 3 and the fire was discovered by a passerby about two hours later.

Tom Dunn, general manager, McElroy Theatres, owner of the Centenary, said the theatre was to open the following day. He said the fire damage had not been estimated but thought it would be "considerable." Pending determination of the fire loss, Dunn said there are "no immediate plans" for reopening the theatre.

New Haven

Brandeis University, will marry Mark Felz. . . . Janet Riccuitti, daughter of John Riccuitti, Interstate Films, was married to Daniel Silvestri, all state high school baseball players. . . . Abe Bernstein, UA exploitation, was in New Haven for "Sharkfighters" publicity. . . . Dave Lustig was in New Haven and Bridgeport for state bally of "You Can't Run Away From It." . . . Jerry Norwood, Loew's construction department, was here and in Hartford. . . . Charles Tomasino, son of Mike Tomasino, formerly White Way owner, was elected State Representative. . . . A series of four movies for children was to be sponsored at the Lincoln by the League of Women Voters on Saturday afternoons. . . . The West End chapter of Women's American ORT sponsored a show at the Whalley. . . . Irving Hillman, Roger Sherman, received a nice news story in The Register on the demand of teenagers for the life-size photos of James Dean, playing in "Giant." . . . Veterans Day brought special children's shows because of no school. . . . Southington Drive-In has closed for season. . . . Add to the list of drive-ins on weekend operation the East Windsor, Manchester, and Pix.

HARTFORD, CONN., NEWS—Monday-through-Friday matinees have been dropped at the Stanley Warner Palace and Ed Lord's Midtown Theatres, Norwich, Conn. . . . The Perakos Theatre Associates' Hi-Way and Beverly, Bridgeport, Conn., are now showing their main feature only once nightly. . . . Some 450 voters in the town of Killingly, Conn., have signed a petition in support of a group of Dayville, Conn., residents opposing construction of an outdoor theatre in Dayville. An application filed with State Police Commissioner Kelly in Hartford by Erwin Neumann, Woodstock, Conn., indicated site of the theatre on westerly side of Route 12, 400 feet north of intersection of Routes 12 and 101. Under State Police ruling, any person objecting to a Connecticut drive-in project, may voice their arguments at a Hartford hearing. The Neumann theatre hasn't been assigned a hearing as yet, however. . . . Alfred Alparin, Rialto, Windsor Locks, Conn., started a series of Tuesday Italian



Robert Ricouard, youthful manager, is celebrating his seventh year with Bob Wiltse, Dallas, as manager, St. Bernard Drive-In, Arabi, La. He has been at the ozoner since its opening.

film programs Nov. 13. Extension of the series will depend on public reaction. Society or club reservations may be made prior to Tuesday showings. . . . Bernie Menschell, Bercal Theatres, Inc., Hartford, is recuperating from surgery. . . . Sylvio Lupone has resumed operation of his Guilford, Guilford, Conn. Theatre was formerly leased by area exhibitor Edward McGrath.

New Orleans

H. Duval, branch manager, Columbia, who recently was named distributor chairman of the Christmas Salute for the Will Rogers Memorial Hospital in this area, is selecting an appropriate date and place for an individual meeting with local exhibitor chairmen, branch managers, exhibitors, radio and TV executives, equipment and accessory dealers, and allied industry executives. . . . After a five month successful engagement of "Oklahoma!" in Todd-AO, the Panorama, solely owned by Joy N. Houck, president of Joy's Theatres, will give way on Nov. 19 for the southern premiere of Walt Disney's "Secrets Of Life" plus a Walt Disney cartoon, "A Cowboy Needs A Horse," and a Walt Disney featurette, "The Cow Dog." . . . Buena Vista opened an office here with Floyd Harvey, Jr., as manager. The office was formerly occupied by Kay Films, who have taken possession in the front offices of Allied Theatre Owners of the Gulf States headquarters. . . . Bernard Woolner, president, Woolner Brothers

N. Y. Variety Tent Nominates Officers

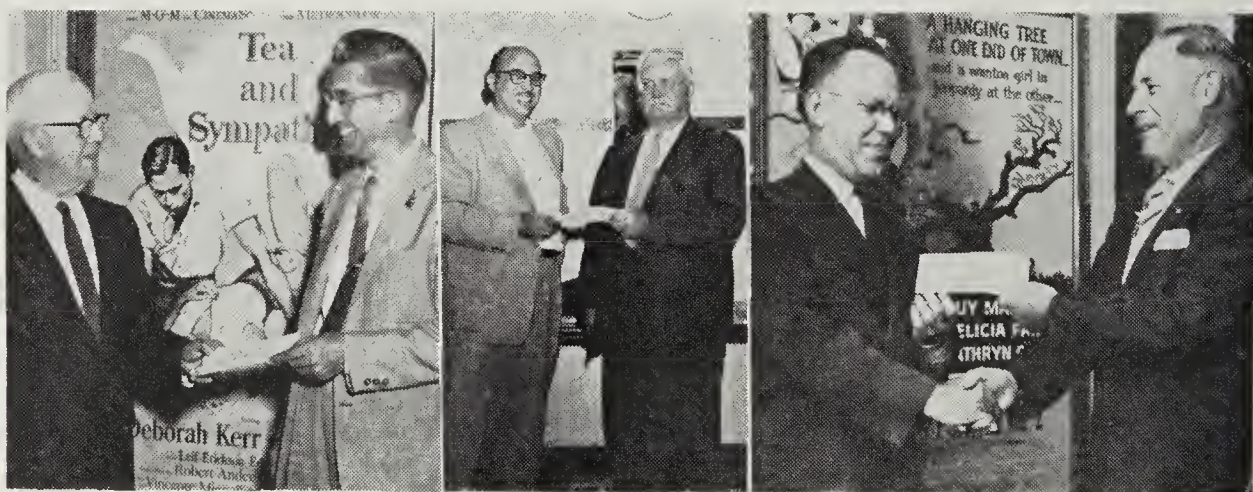
NEW YORK—The nominating committee last week announced the slate of officers and canvassmen for the coming year in New York's Variety Club Tent 35. Also resolved by the nominating committee was the creation of a charter member division which will be known in the future as "lifetime honorary canvassmen" of the tent.

Many notables from the film industry including the trade press have been recognized by the nominating committee to be placed on the slate for the coming year. Nominations include chief barker, Harold J. Klein; first assistant, Richard Brandt; second assistant, Larry Morris; property master, Bill Bower; and dough guy, Jack H. Hofberg.

Canvassmen are Charles A. Alicoate, George Brandt, Irving Dollinger, Sherwood Kane, Martin Kornbluth, Jack Leven, Martin Levine, Ira Meinhardt, Charles L. Okun, David Picker, Harold J. Ringer, Burton E. Robbins, Jack Rosenfeld, Ernie Sands, Cy Seymour, Robert K. Shapiro, Spyros P. Skouras, Charles Smakowitz, Morton Sunshine, Saul Trauner, and George Waldman.

Lifetime honorary canvassmen are David A. Levy and Morris Sanders.

Pictures, is in Hollywood making arrangements for a cast for their second film production which will be made in Central America starting Jan. 15. Their first, "Swamp Women," is attracting excellent business throughout the nation. . . . N. Berenson closed the Redwood, Bogalusa, La. . . . The Hub Drive-In, Lafayette, La., still is closed for rebuilding of the screen tower which was flattened during a severe wind storm. . . . Several months ago, when Ralph Martin, Homer, La., closed the Paula and the Pines Drive-In, it was said that, if in the course of time business should warrant reopening, the populace would be gratified. That is the situation now as W. P. Florence, Jr., one of the owners of the building and equipment, has reopened the Paula with three two-day single feature programs and a single feature showing on Saturday. . . . The Melroy, Taylorsville, Miss., badly damaged by a blaze in March of this year, is being rebuilt and equipped for modern presentations. L. R. McIntosh,

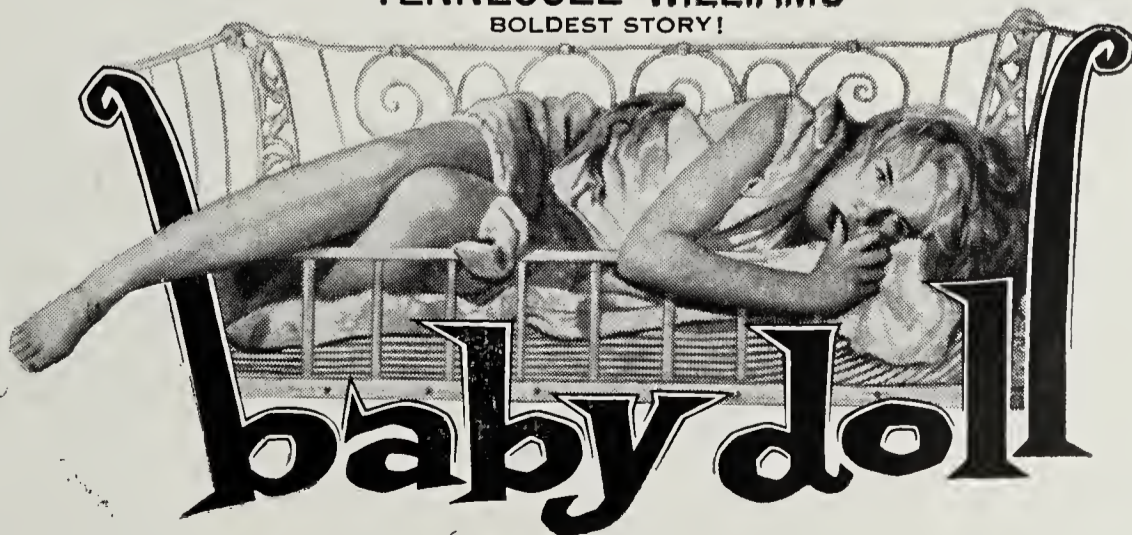


The Commonwealth Circuit, Kansas City, recently held a contest among its managers on the best promotional campaign on MGM's "The Tender Trap." From left to right are seen some of the winners, first prize winner John Newcomer, manager, Page, Shenandoah, Iowa, right, receiving \$50 check from the Mayor of Shenandoah, Paul Ambler; second place winner Charles Ress, left, Sherman, Goodland, Kans., being presented \$25 check by Mayor of Goodland, James T. Hill; and third place winner Vern Peterson, left, Lee, Clinton, Mo., being presented check for \$25 by Mayor Ross J. Wastell.

IN 1951 ELIA KAZAN BROUGHT TO STARDOM MARLON BRANDO IN 'A STREETCAR NAMED DESIRE' ★ IN 1955 ELIA KAZAN BROUGHT TO STARDOM JAMES DEAN IN 'EAST OF EDEN' ★ FOR NEW YEARS 1957 ELIA KAZAN BRINGS TO STARDOM **CARROLL BAKER**



IN
ELIA KAZAN'S
PRODUCTION OF
TENNESSEE WILLIAMS'
BOLDEST STORY!



PRESENTED BY WARNER BROS.
PROMOTED BY WARNER BROS!

STARRING
KARL MALDEN · CARROLL BAKER · ELI WALLACH
Story and Screen Play by TENNESSEE WILLIAMS · Directed by ELIA KAZAN · A NEWTOWN Production





Herbert J. Yates recently presented gold watches to Peter Andrich, Arthur Howard, and Ralph I. Poucher for their loyal service and contribution to Consolidated Film Industries at the company's first annual Founders Day dinner-dance at the Swiss Town House, Union City, N. J., attended by more than 200 members of C.A.S.A., the employees' association of Consolidated. Pictured, left to right, are Poucher, Andrich, Yates, and Howard.

Comerford's O'Leary Feted On Retirement

SCRANTON, PA.—J. J. O'Leary, who recently announced his forthcoming retirement on Jan. 1 as vice-president and director of the corporations which direct the Comerford interests, was feted at a dinner party by the officers and directors of SLIBCO and the executive staff of the Scranton Chamber of Commerce at the Scranton Country Club.

O'Leary has served the past several years as president of SLIBCO, which is a non-profit corporation handling the construction and sale of factory sites and buildings as part of The Scranton Plan in industrial rehabilitation. The theatre official, who has been active in many civic affairs, has announced his retirement as president of the board of St. Joseph's Hospital and was to be honored at a testimonial dinner to be attended by members of the board and their wives and staff members.

recorded. . . . Roosevelt manager Sammy Miles is mourning the loss of his mother. . . . Kerry Cronin, son of Comerford comptroller Tom Cronin, attained second honors during the month of September-October at the Scranton Preparatory School.

Pittsburgh

Edwin Prizer, Exploitation Productions representative, was married in Philadelphia. . . . Thomas Budjanec, formerly with Stanley Warner as assistant, Stanley, has completed army service in Europe, after which he managed a cinema in England, and is back in the area as manager, SW Latonia, Oil City, Pa. . . . John Urban, Jr., is the new operator, Liberty, Saltsburg, Pa., which was an enterprise of the Joseph Delisi family for many years. . . . Charles J. Jim, former Latrobe, Pa., exhibitor who served two terms in the General Assembly, again was a nominee for the legislature from Westmoreland County. His brother, Anthony, once was president of the independent theatre owners association. . . . Clyde S. Waugaman's theatres at Apollo and Bolivar, Pa., are being booked by Frank J. Thomas. Waugaman is branching out into the publishing business. . . . Jack Kalmenson, Warners branch manager, was in Montefiore Hospital for rest and complete checkup. . . . Jack Ellstrom resigned as Paramount booker and has rejoined 20th-Fox, replacing Helen Torbich Yovetich, who resigned.

At Paramount, the new booker is Walter McCleskey, night shipper there for 13 years. Night shipper now for duty Thursday and Saturday night is Film Row veteran Bill Hollenbaugh. . . . David Wald, released by Buena Vista in an economy move is receiving his mail at home, 5410 Beacon Street, Pittsburgh 17. The new BV representative is Leonard Mintz, former United Artists manager. . . . Bernie Hickey, Fulton manager, was in Cleveland to attend the annual meeting of Shea circuit executives and house managers. . . . Warners' "The Girl He Left Behind" was screened in the new 20th-Fox screening room. . . . The long dark Delmeree, Avonmore, Pa., is being prepared for re-

Mize, Miss., is the owner. . . . J. J. and C. J. Tringas have turned over the buying and booking for their Ranch Drive-In, Pensacola, Fla., to the Pike Booking Company, McComb, Miss., headed by T. G. Solomon with Lonnie Davis as head booker. . . . S. J. Campisi closed the sub-run Ann, Baton Rouge, La. . . . Mary Louise Weiss Heck, wife of Mike Heck, Sr., operator of the By Heck Popcorn Company, died a few hours after she suffered a heart attack. Besides her husband she is survived by a son who is the shop manager at Transway, two daughters, and four grandchildren. . . . Roy C. Thibodaux closed the Dixie, Lewisburg, La. . . . The Pix, Collins, Miss., badly damaged by fire last year, is being reconditioned by new operators, the N. Solomon Theatres Company, McComb, Miss. R. L. Johnson Theatres Service is handling the replacement of booth and accessories equipment.

New York

Milton R. Rackmil, president, Universal Pictures Company, left last week for the studios. . . . Adrian Musa, formerly associated with the advertising-publicity department, Walter Reade Theatres, Oakhurst, N. J., was married to Albert Floersheimer, Jr., Asbury Park, N. J., vice-president for catering of Reade Theatres. . . . The engagement has been announced of Carol Nancy Lee to Stanley Fellerman, son of Mr. and Mrs. Max Fellerman. Max Fellerman is vice-president and general manager of Lopert Films, Inc., operators of the Astor and Victoria theatres. . . . MGM's "The Iron Petticoat" will be the Christmas attraction at the Globe. . . . Jeff Richards, MGM player, was in making personal appearances in connection with the opening of "The Opposite Sex," Capitol. . . . Jean Seberg, winner, world-wide "Saint Joan" title-role contest, arrived from Marshalltown, Iowa, en route to London to report for her starring assignment in the Otto Preminger forthcoming UA film version of the Bernard Shaw play. . . . Sal Mineo attended the preview of his latest film, U-I's "Rock, Pretty Baby," at the RKO 86th Street.

"The Magnificent Seven" had an invitational preview for the benefit of the International Rescue Committee at the Guild. The film, being presented by Columbia in association with Joshua Logan, was directed by Akira Kurosawa,

of "Rosho-Mon" fame, and was awarded the Lion of St. Mark at the Venice Film Festival. . . . Samuel Rosen, executive vice-president, Stanley Warner Corporation, attended the premiere of Cinerama at the Palace, Cleveland. Going with him to the 20th Cinerama spot established in the U.S. and Canada were Harry M. Kalmine, vice-president and general manager, Stanley Warner; Bernard G. Kranze, vice-president, Stanley Warner Cinerama; and Harry Goldberg, director of advertising and publicity for the company.

Philadelphia

Samuel Felt, 68, builder, real estate operator and theatre owner, died last week. He built and operated at one time the Locust and Ambassador. . . . Mrs. Beatrice Z. Miller, former member, State Board of Motion Picture Censors, was elected as the first woman state Representative to Harrisburg and will take her post next January. . . . Don Mowery's Cumberland Drive-In, Newville, Pa., is now being serviced by Tri-State Buying and Booking Service. . . . Joe Conway, now an art house impresario operating the Wayne Avenue Playhouse, one of the town's sure seat cinema temples, celebrated another birthday by reminiscing with some cronies including Benny Harris and Benny Zimmerman.

SCRANTON, PA., NEWS—The Baltimore Realty Company headed by Harry Weinberg, receiver for the Scranton Transit Company, has purchased a two story business and office building from Meco Realty, one of the Comerford interests, for \$40,000, according to the deed

Drive-In Ban Declared By Omaha Archbishop

OMAHA — Archbishop Gerald T. Bergan of Omaha last fortnight declared the Golden Spike Drive-In here to be "banned" to Catholics.

This marked the second time he had imposed the sanction against the ozoner for exhibiting films rated "C" (Condemned) by the National Legion of Decency and the fourth time he had imposed it against a motion picture theatre.

The action was taken because of the showing of "Desperate Women," a film rated "C" by the Legion last year.

Obscenity Charge Hits Drive-In Manager

SCRANTON, PA.—An indictment charging exhibiting of obscene motion pictures was returned by the Lackawanna County Grand Jury against Martin Blumenstein, Binghamton, manager, Ideal Drive-In, Newton Lake. Films involved are "Bare Facts" and "Undercover Girl."

Meanwhile, the American Legion stated it would ask Governor Leader and the State Legislature to enact legislation governing the type of motion pictures shown in the state and to appoint a new board of censors to preview films. The Lackawanna County Council of Parents and Teachers also joined the growing list of organizations opposed to the showing of obscene or lewd motion pictures in Pennsylvania. In an action taken at a recent meeting at Clarks Summit-Abington Joint High School the group went on record opposing indecent pictures and lauded District Attorney Carlon M. O'Malley for his recent action at the Ideal Drive-In.

opening. Booking will be handled by the Co-op office. . . . Fred Solomon died recently in Allegheny General Hospital. For a quarter-of-a-century, Solomon was one of the best known members of the film industry here. . . . Harry Reiff, former operator, died in his home at Knoxville, Pa. Reiff owned theatres in Mt. Washington and Elliott, Pa.

Charlie Dortic, who had been a Columbia salesman until recently when he switched to the Warners exchange in Cincinnati, died suddenly there. . . . Harry Hendel, president, Allied Motion Picture Theatre Owners of Western Pennsylvania, and his nephew, Jimmy Hendel, United Artists branch manager here, returned from Cincinnati, where they attended the funeral of Louis Guttman, who was married to Mayme Hendel. . . . The Manos, Elkins, W. Va., has been modernized with the installation of new Motiograph AA projectors and new sound heads. Seats are now being reupholstered and other improvements are being made under direction of Nich Giovan, manager. . . . Arlie Mercer has closed the Fairview Drive-In, Fairview, W. Va., and reports are that he has sold this property to the



Nancy Hale, Allied Artists' "Miss Friendly Persuasion," recently helped Eddie Scforno decorate the new Hollywood Boulevard for its grand opening.

"coal company." . . . A modern wide-screen has been installed in the Palace,

Leechburg, Pa., operated by Oglietti brothers. . . . George Spicer, projectionist, suffered a heart attack in the lobby of the Fulton. . . . Joe Bugala, general manager, Manos circuit, and Gus Kavouras, Monessen manager, hosted a group of Monessen educators at a screening of "Between Heaven And Hell" in the 20th-Fox screening room. The picture was sneak previewed in the Fulton. . . . The annual banquet of Variety Club Tent 1, a November event in the past, has been set back three months. A February date will be announced. . . . The Tyler, Middlebourne, W. Va., will be reopened under the management of Joseph N. Archer. . . . The Fairview, closed several years, was prepared for reopening by James Fletcher. . . . Joe McCormick, RKO booker, left that company and is now with Warners as booker. . . . A. McKelvey, a student, is the new proprietor of the Wilmington, New Wilmington, Pa., taking over from Kalman J. Erdeky.

Mr. Theatre Man:

Help the Motion Picture Associates assist the less fortunate members of our industry to "sustain the living and dignify the dead."

Contact Dave Law at Warner Bros. or Sam Diamond at 20th-Fox for invitations to the Special Showing of

CECIL B. DeMILLE'S

"THE TEN COMMANDMENTS"

at the **RANDOLPH THEATRE**

Sunday, 8 P. M., November 25

HIGHWAY EXPRESS LINES, INC.

829 North 29th Street

Philadelphia 30, Pa.

LO 4-3450

1638 Third Street, N. E.

Washington, D. C.

DuPont 7-7200



Richard Egan visited Pittsburgh recently in connection with the world premiere of RKO's "Tension At Table Rock," SW Stanley, and at the Stanley Warner office he is seen with, left to right, Saul Bragen, chief film buyer; Moe Silver, zone manager; and Dave Silverman.

PROGRESSIVE ELECTRIC CONSTRUCTION CO., INC.

240 N. 13th STREET • PHILADELPHIA 7, PA

Theatre Installations and Maintenance

THEATRE SEAT COVERS

Hayco seat covers for all makes and models of theatre chairs.

JACK HAYES SEATING SERVICE

ONE MONICA PLACE, BALDWINVILLE, N. Y.

David E.

BRODSKY

Associates

THEATRICAL INTERIOR DECORATORS
242 N. 13th St. LO 4-1188-89 Phila. 7, Pa.
PAINTING • DRAPERIES • MURALS
STAGE SETTINGS • WALL COVERINGS

HENRY FRIEDMAN

Realtor and Insurance

Specializing in Theatre Real Estate and Insurance

(Member Main Line Board of Realtors)

17 W. Lancaster Ave., Ardmore, Pa. GR 7-5730

The A-MAN Corner

Theatre managers . . . assistant theatre managers . . . theatre advertising and publicity men . . . film buyers . . . film bookers . . . circuit executives . . . maintenance and equipment engineers. IF you* are looking for a job, . . . or IF you* are looking for a man, . . . just describe your needs in 25 words or less and send to "The A-MAN Corner." Add your name and address. Names and addresses will be published unless a box number is requested. All such "classified ads" will be published in three consecutive issues and then dropped. If success does not crown an original effort, it can be repeated through a new application after a 60-day interval.

This completely new EMPLOYMENT SERVICE is available to ALL theatres without reservation. It is not necessary to subscribe to MOTION PICTURE EXHIBITOR to avail yourself of this service. No other industry trade paper offers it! And it is completely FREE!

*A (WO)MAN is also welcome . . . but in this preponderantly male business, she should specify her sex.

CONVENTIONAL AND DRIVE-IN MANAGER, 9 years' experience, would like position in New England area. Would consider leasing small conventional theatre. Age 30, family man. BOX A117, c/o M. P. EXHIBITOR, 246 North Clarion St., Phila. 7, Pa.

TOP THEATRE MANAGER desires job where ability counts. Conventional and drive-in experience. Excellent in exploitation. Best references. BOX A1121, c/o M.P. EXHIBITOR, 246 North Clarion St., Phila. 7, Pa.

Address all
correspondence to—

The A-MAN Corner

Motion Picture Exhibitor
246 N. Clarion St., Philadelphia 7, Pa.

St. Louis

Val Mercier, Perryville, Mo., and his brother, L. A. Mercier, Fredericktown, Mo., announced plans for the construction of a new drive-in near Ste. Genevieve, Mo. . . . The Palace, Johnson City, Ill., dark since July, was to be reopened. . . . The Bel-Air Drive-In, West Paducah, Ky., has been closed for the 1956 season by owner, M. E. Renfrow. . . . J. R. Pierce, Buena Vista manager and salesman, resigned from that position, and Tommy Thompson, Kansas City, is endeavoring to supervise both offices until a local replacement is secured. . . . Larry Spalding, Flora, Ill., has recovered completely from a respiratory condition that caused his extended hospitalization.

San Antonio

W. D. McCary and Damon M. Harvey are the local Interstate Theatre Circuit

technicians who assisted with the installation of the sound reproduction equipment for the Todd-AO production of "Oklahoma!" at the Broadway. . . . James D. Green, 27 year old Californian who decided he was a better lawyer than his court appointed attorney, lost his case and freedom. A Criminal District Court jury convicted him of the \$800 robbery of the Broadway last Jan. 2 and sentenced him to life imprisonment. Court officials explained the life sentence was mandatory because of two previous California convictions on Green's record. . . . George Watson, city manager, Interstate Theatre Circuit, made a trip to the state Capitol at Austin, Tex. . . . An 18-year-old local youth, who slugged William Elder, assistant manager, Texas, on Oct. 17, was fined \$200 in Corporation Court here. The Judge assessed the maximum fine of \$200 for disturbing the peace and an additional \$20 for the assault charge. The judge later suspended the \$200 fine. . . . Bobby Bixler, publicist for Paramount, Dallas, was in on behalf of the opening of "War And Peace" at the Majestic. . . . Oscar L. Bunting, 65, veteran theatre employee, died here recently. He was formerly with the old Pearl, Princess, and Royal, then owned

Buena Vista Personnel Shuffled In Economy Move

PITTSBURGH—Buena Vista, which has operated with much less overhead than any other established film company, is cutting a number of territory representatives from its payroll in another economy move. Leaving is local representative David Wald. A young veteran of 20 years in the business, Wald served here with the Warner circuit and as a salesman for 20th-Fox before joining Buena Vista.

Leonard Mintz, Philadelphia representative, is succeeding Wald here, and his Philadelphia post will be assumed by Mort Magill, now BV district manager. Both Mintz and Magill are former local United Artists branch managers.

and operated by the Lytle Enterprises. . . . Tommy Bridges, manager, Paramount exchange, Dallas, was in. . . . Jewell Truex, manager, Azteca film exchange, has returned from a business trip in south and west Texas. . . . Toni Coolindres, billing clerk, at Azteca, became the bride of John Martin, an airman stationed at a local air force base. . . . James Ricketts, manager, Frels State and Bay Drive-In at Bay City, Tex., has announced the appointment of Jimmy Elkins as assistant at the Bay Drive-In. . . . C. L. Lance is the new owner and operator, Palace, Burkburnett, Tex., from Frontier Theatres. . . . Sam Schwartz has opened the new 400 car capacity Del-Cenizo Drive-In at Del Rio, Tex., which will feature both Spanish language and English language films. . . . The Iris, owned and operated by Eddie Joseph at Austin, Tex., has been completely redecorated and refurbished in preparation for its reopening. . . . Roy L. Brockman, 67, McKinney, Tex., theatre owner and operator for the past 34 years, died on Nov. 6 following a heart attack. He had been in ill health for the past three years. . . . Eddie Joseph, president, Texas Drive-In Theatre Owners Association, has announced that problems confronting drive-ins will be discussed in conferences with a delegation from the Texas Drive-In Theatre Owners Association and distributor representatives in New York in the very near future. Joseph announced the Texas delegation would include six association members representing more than 150 drive-ins.



We have available for you the Decorating—Stage Drapery and Wall Fabric Services of

KNOXVILLE SCENIC STUDIOS

Let us give you a sketch—and a decorating layout—and a recommendation to make your theatre distinctive and inviting for Bigger Business.

Complete Booth Equipment

RCA PUSH-BACK CHAIRS

THE DURABLE—THE ORIGINAL PUSH-BACK

SIGNS — MARQUEES — CASES

RCA LIBERAL FINANCING

ELMER H. BRIENT & SONS, INC.

925 NEW JERSEY AVE., N.W.

WASHINGTON, D. C.



Area theatremen participated in a gala press reception in Norfolk, Va., preceding the recent world premiere of Samuel Goldwyn's UA release, "The Sharkfighters," Loew's State. Shawn with Karen Steele, co-star of the film, are, from the left, Milt Kaufman, manager of the theatre; Louis and Phil Bress, local exhibitors; Captain Fritz Gleim, Chief of Staff of the Fifth Naval District; and Sid Cooper, UA central district manager. The Navy participated in the premiere and is backing regional openings of the picture across the country.

The Editor Speaks

A PECULIAR SITUATION now exists in the continuing battle between motion pictures and television. I refer to the reissue of top big name star hits of yesteryear which, due to the shortage of product, are becoming emergency rations for thousands of product-starved houses.



HERE WE HAVE a very unfair battle line. Lined up solidly against the exhibitor playing and paying for these re-releases are the tremendous backlogs from major studios, now available to the public for free on TV. And it is interesting (although not too heartening) to notice the lavish advertisements in the daily newspapers which usually herald the TV showings. The power of this big money being spent by TV advertisers in luring customers to the small screen is sufficient to cause deep concern to the average exhibitor.

RECENTLY, when MGM decided to handle its TV distribution, an announced advantage was the fact that, according to MGM's plan, the scheduling of TV showings would be made with an eye to protecting the interests of the local exhibitor showing new product. It sounded good, at the time.

HOWEVER, with every major now putting tremendous backlogs into TV channels, the picture becomes different. Reliable TV rating services have shown that on those nights when heavily advertised oldies are broadcast, high audience interest is immediate and definite. One good free show a night can raise havoc with the movie houses nearby. So, let us imagine that Monday is MGM night, Tuesday Warner Brothers night, Wednesday 20th-Fox night, etc., etc.

THE BATTLE gets tougher!

STUDIO SURVEY appears every fourth Wednesday as a regular MOTION PICTURE EXHIBITOR department. The section is devoted exclusively to the arts, people, creative ability, and physical properties which make up the production side of the motion picture industry. Edited from the west coast, all information relating to editorial contents should be directed to Paul Manning, 8141 Blackburn Ave., Los Angeles 48, California. For other information, address MOTION PICTURE EXHIBITOR, published weekly by Jay Emanuel Publications, Inc. Publishing offices: 246-48 North Clarion Street, Philadelphia 7, Pennsylvania. New York office: 229 West 42nd Street, New York 36. Representatives may be found in every film center.

STUDIO SURVEY

Paul Manning, editorial director

Vol. 9, No. 12 November 21, 1956

STUDIO SURVEY

Motion Picture Exhibitor Laurel Awards Nominations

MGM's

"THE TEAHOUSE OF THE AUGUST MOON"

starring

MARLON BRANDO, GLENN FORD, MACHIKO KYO

co-starring

EDDIE ALBERT

with

PAUL FORD, JUN NEGAMI, NIIKO KIYOKAWA, MITSUKO SAWAMURA,
HENRY MORGAN

Produced by Jack Cummings. Directed by Daniel Mann.
Screen play by John Patrick. Based on a book by Vern J. Sneider and the
play by John Patrick.
A CinemaScope production in Metrocolor.

PARAMOUNT's

"THE MOUNTAIN"

starring

SPENCER TRACY, ROBERT WAGNER

co-starring

CLAIRE TREVOR

Produced and directed by Edward Dmytryk.
Screen play by Randal MacDougall, based on the novel by Henri Troyat.
A VistaVision production.

20th CENTURY FOX's

"TEENAGE REBEL"

starring

GINGER ROGERS and MICHAEL RENNIE

with

MILDRED NATWICK, RUSTY SWOPE, LILI GENTLE, LOUISE BEAVERS,
IRENE HERVEY, JOHN STEPHENSON, BETTY LOU KEIM,
WARREN BERLINGER, DIANE JERGENS

Produced by Charles Brackett. Directed by Edmund Goulding.
Screen play by Walter Reisch and Charles Brackett from the play by Edith Sommer.
A CinemaScope production.

West Coast's Best Accept MPE Laurels



CECIL B. DE MILLE (with Paul Manning)
Top producer-director



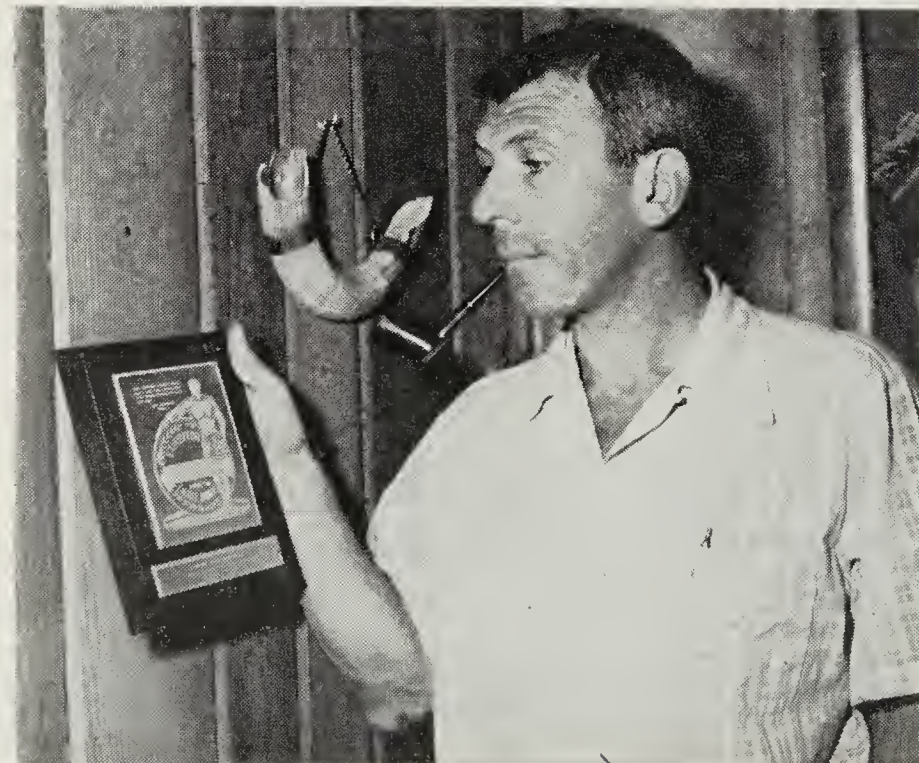
WALT DISNEY
Top producer



SUSAN HAYWARD, best dramatic performance
MGM's "I'll Cry Tomorrow"



FRANK SINATRA, best dramatic performance
UA's "The Man With The Golden Arm"



RICHARD BROOKS, director
MGM's "Blackboard Jungle," Top dramatic feature



DANIEL MANN, director
MGM's "I'll Cry Tomorrow," Topliner dramatic feature

Actors, Producers, Directors So Honored



JOHN WAYNE admires his plaque as Top-Ten star with the aid of JOHN FORD, himself a Top-Ten producer-director.



LAWRENCE WEINGARTEN, MGM producer, "I'll Cry Tomorrow" and "The Tender Trap"



JERRY WALD
Top-Ten producer



MICHAEL CURTIZ
Top-Ten director



AARON ROSENBERG and VALENTINE DAVIES
producer and director, "U-I's "The Benny Goodman Story"



EDWARD DMYTRYK
Top-Ten director

Hollywood Hi-Jinks At Publicists' Masquerade

Hollywood is a real party town, but the biggest and best wing-ding recently was the first annual Ballyhoo Ball, a masquerade given by the Hollywood Publicists' Association. A tremendous turnout of filmland executives, top press representatives, and stars had a great time, and fun alone was keynote speaker for the evening.



Tommy Noonan was Barker Extraordinary at the first Annual Ballyhoo Ball given by the Publicists' Association recently. Wife Carol, dressed as a bride, expects a baby shortly.



Actress Jayne Mansfield contributed to the glamor of the occasion in her leopard skin outfit and gave escort Mickey Hargitay an excellent opportunity to show off his muscular prowess.



There was certainly no lack of pretty girls at the Ballyhoo Ball and among the official Barkerettes at the Publicists' Association affair was lovely actress Kathy Marlow.

Studio's Men Of Music Accept Their 1956 Laurel Awards



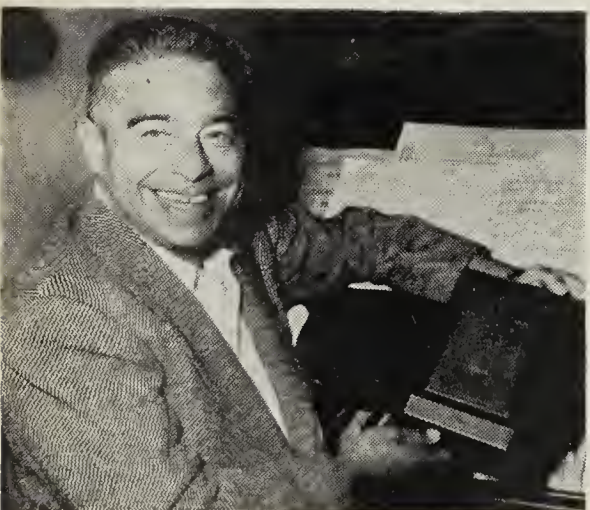
JOHNNY GREEN, MGM
Top music director



MAX STEINER
Top music composer



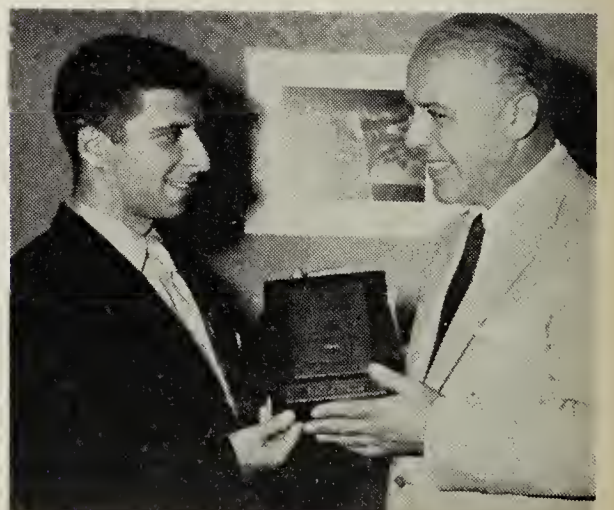
VICTOR YOUNG (deceased)
Top-Three composer



ALFRED NEWMAN
Top-Three director



RAY HEINDORF
Top-Three director



ELMER BERNSTEIN
Top-Three composer

Allied Artists

(1954-55 releases from 5501,
1955-56 Releases from 5601)

AT GUNPOINT—W—Fred MacMurray, Dorothy Malone, Walter Brennan—Entry has angles for better reaction—81m.—see Dec. 14 issue Page 4069—(Technicolor)—(CinemaScope). (5531)

ATOMIC MAN, THE—MD—Gene Nelson, Falth Domergue, Joseph Tomelty—Okay programmer—78m.—see April 78 issue Page 4133—(Made in England). (5612)

BIG TIP OFF, THE—MD—Richard Conte, Constance Smith, Bruce Bennett—For the lower half—78m.—see Jan. 25 issue Page 4089. (5512)

BOBBY WARE IS MISSING—MD—Neville Brand, Arthur Franz, Jean Willes—Okay programmer for the dualers—66m.—see Jan. 25 issue Page 4089. (5532)

CALLING HOMICIDE—MD—Bill Elliott, Don Haggerty, Kathleen Case—Okay lower half meller—61m.—see Sept. 19 issue Page 4225. (5624)

CANYON RIVER—W—George Montgomery, Marcia Henderson, Peter Graves—Okay western—80m.—see Nov. 14 issue Page 4249—(CinemaScope)—(DeLuxe Color). (5620)

COME ON, THE—MD—Anne Baxter, Sterling Hayden—Programmer has angles—83m.—see April 18 issue Page 4133—Leg.: B. (5608)

CRASHING LAS VEGAS—C—Leo Gorcey, Huntz Hall, Mary Castle—Usual Bowery Boys nonsense for usual audience—62m.—see May 2 issue Page 4149. (5609)

CRIME IN THE STREETS—MD—James Whitmore, John Casavetes, Denise Alexander—Suspenseful story of delinquency and squalor needs selling—91m.—see May 2 issue Page 4149. (5614)

DEADLIEST SIN, THE—MD—Sidney Chaplin, Audrey Dalton, John Brentley—For the lower half—77m.—see March 21 issue Page 4121—(English-made). (5601)

DIG THAT URANIUM—C—Leo Gorcey, Bernard Gorcey, Huntz Hall—Better than average Bowery Boys entry—61m.—see Jan. 11 issue Page 4085. (5541)

FIRST TEXAN, THE—OD—Joel McCrea, Felida Farr, Jeff Morrow—Well made historical meller—82m.—see June 27 issue Page 4181—(Technicolor)—(CinemaScope). (5615)

FRIENDLY PERSUASION—D—Gary Cooper, Dorothy McGuire, Marjorie Main—Fine family entry—140m.—see Oct. 3 issue Page 4229—(Color by DeLuxe). (5657)

HOLD BACK THE NIGHT—MD—John Payne, Mona Freeman, Chuck Connors—Better than average programmer—80m.—see Sept. 5 issue Page 4213. (5621)

INDESTRUCTIBLE MAN, THE—MD—Lon Chaney, Casey Adams, Marion Carr—Horror meller for the lower half—70m.—see April 4 issue Page 4129—Leg.: B. (5613)

INVASION OF THE BODY SNATCHERS—SFD—Kevin McCarthy, Dana Wynter, King Donovan—Well made, suspenseful entry—80m.—see Jan. 25 issue Page 4089—Leg.: B—(Superscope). (5602)

KING OF THE CORAL SEA—MD—Chips Rafferty, Charles Tingwell—Good programmer—74m.—see April 18 issue Page 4133—(Australian-made). (5617)

MAGNIFICENT ROUGHNECKS—MD—Jack Carson, Mickey Rooney, Nancy Gates—Standard lower half entry—75m.—see June 13 issue Page 4173. (5616)

NAKED HILLS, THE—MD—David Wayne, Keenan Wynn, James Barton, Marcia Henderson—Off beat programmer—73m.—see Oct. 3 issue Page 4229—(PatheColor). (5605)

NAVY WIFE—C—Joan Bennett, Gary Merrill, Shirley Yamaguchi—Comedy has angles—83m.—see June 27 issue Page 4181. (5611)

NO PLACE TO HIDE—D—David Brian, Marsha Hunt, Hugh Corcoran—For the lower half—71m.—see July 25 issue Page 4189—(Color by DeLuxe)—(Made in The Philippines). (5603)

PARIS FOLLIES OF 1956—MU—Forrest Tucker, Margaret Whiting, Dick Wesson—Uneven programmer—73m.—see Jan. 11 issue Page 4085—Leg.: B—(Color by DeLuxe). (5534)

SCREAMING EAGLES—MD—Tom Tryon, Jan Merlin—Well-made war meller—81m.—see Sept. 5 issue Page 4213. (5610)

SHACK OUT ON 101—MD—Terry Moore, Frank Lovejoy, Keenan Wynn—Names fail to help program meller—80m.—see Dec. 14 issue Page 4069—Leg.: B. (5535)

SUDDEN DANGER—MYMD—Bill Elliott, Tom Drake, Beverly Garland—Interesting programmer—65m.—see Jan. 11 issue Page 4085. (5540)

THREE FOR JAMIE DAWN—MD—Richard Carlson, Laraine Day, Ricardo Montalban—Names may help programmer—84m.—see June 27 issue Page 4181. (5618)

THUNDERSTORM—D—Linda Christian, Carlos Thompson, Charles Korvin—Heavy love drama for lower half—81m.—see Sept. 5 issue Page 4213—Leg.: B—(Made in Spain). (5604)

WICKED WIFE—MD—Nigel Patrick, Beatrice Campbell—For the lower half—75m.—see March 21 issue Page 4121—(English-made). (5606)

WORLD WITHOUT END—SFD—Hugh Marlowe, Nancy Gates, Nelson Leigh—Science fiction entry has angles—80m.—see April 18 issue Page 4133—(Technicolor)—(CinemaScope). (5607)

YAQUI DRUMS—W—Rod Cameron, Mary Castle, J. Carrol Naish—Fair lower half western—71m.—see Sept. 19 issue Page 4225. (5625)

YOUNG GUNS, THE—W—Russ Tamblyn, Gloria Talbott, Perry Lopez—Program western—84m.—see Nov. 14 issue Page 4249—Leg.: B. (5623)

TO BE REVIEWED OR IN PRODUCTION

BLONDE SINNER—Diana Dors, Michael Craig, Yvonne Mitchell. (5635)

BRINGING UP JOEY—Huntz Hall, Stanley Clements, Joi Lansing, Bowery Boys.

CRUEL TOWER, THE—John Ericson, Mari Blanchard—Leg.: B. (5629)

DRAGON WELLS MASSACRE—Barry Sullivan, Mona Freeman, Dennis O'Keefe, Katy Jurado—(Eastman Color)—(CinemaScope).

54 WASHINGTON STREET—George Montgomery, Meg Randall, Robert Foulke—(Color)—(CinemaScope).

MOTION PICTURE

EXHIBITOR

SERVISECTION

The Check-Up of all features and shorts for a 12-month period

Published weekly by Jay Emanuel Publications, Inc. Publishing office: 246-248 North Clarion Street, Philadelphia 7, Pennsylvania. New York: 229 West 42nd Street, New York, N. Y. Jay Emanuel, publisher; P. J. Greenhalgh, general manager; Al Erlick, editor; George Nonemaker, feature editor; Mel Konecoff, New York editor; Max Cades, business manager. West Coast Representative: Paul Manning, 8141 Blackburn Avenue, Los Angeles 48, California.

SECTION 2
Vol. 57, No. 4

NOVEMBER 21, 1956

FIGHTING TROUBLE—Huntz Hall, Stanley Clements, Bowery Boys—Leg.: B. (5623)

GUN FOR A TOWN—Dale Robertson, Brian Keith, Rossana Rory.

HIGH TERRACE—Dale Robertson, Lois Maxwell, Derek Bond.

HOLD THAT HYPNOTIST—Huntz Hall, Stanley Clements, Bowery Boys.

HUNCHBACK OF PARIS—Gina Lollobrigida, Anthony Quinn—(Made in France).

JEANNIE—Vera Ellen, Tony Martin—(Color)—(CinemaScope)—(Made in England).

LOVE IN THE AFTERNOON—Audrey Hepburn, Gary Cooper, Maurice Chevalier—(Made in France).

NOT OF THIS EARTH—Paul Birch, Beverly Garland.

OKLAHOMA, THE—Joel McCrea, Barbara Hale, Gloria Talbott—(Color)—(CinemaScope).

STRANGE INTRUDER—Edmund Purdom, Ida Lupino, Ann Hardina—82m. (5619)

American International

DAY THE WORLD ENDED—SFD—Richard Denning, Lori Nelson—Satisfactory programmer for exploitation spots—79m.—see Feb. 8 issue Page 4102—(Superscope).

FEMALE JUNGLE—MYMD—Lawrence Tierney, John Caradine, Jayne Mansfield—Okay for the lower half—68m.—see May 30 issue Page 4169.

GIRLS IN PRISON—MD—Richard Denning, Joan Taylor—For the lower half—87m.—see Aug. 8 issue Page 4201.

GUNSLINGER—W—John Ireland, Beverly Garland, Allison Hayes—Fair western—83m.—see Aug. 8 issue Page 4201—(PatheColor).

HOT-ROD GIRL—AD—Lori Nelson, John Smith, Chuck Connors—Programmer has exploitation angles for some spots—75m.—see Aug. 8 issue Page 4201.

IT CONQUERED THE WORLD—SFMD—Peter Graves, Beverly Garland—Fair lower half filler—71m.—see Oct. 31 issue Page 4245.

OKLAHOMA WOMAN, THE—W—Richard Denning, Peggine Castle, Tudor Owen—Fair western—71m.—see May 30 issue Page 4169—(SuperScope).

PHANTOM FROM 10,000 LEAGUES—MD—Kent Taylor, Cathy Downs—Programmer for exploitation spots—80m.—see Feb. 8 issue Page 4103.

RUNAWAY DAUGHTERS—D—Marla English, John Litel, Anna Sten—For the lower half—88m.—see Nov. 14 issue Page 4249.

KEY

Leg. is the symbol for the Catholic Legion of Decency ratings included in cases where the pictures are classified as either objectionable in part (B) or condemned (C). Films without a Legion of Decency rating are either found unobjectionable or unclassified by the Legion.

Abbreviations following titles indicate type of picture.

AD—Adventure drama
ACD—Action drama
BD—Biographical drama
BIDMU—Biographical drama with music
BUR—Burlesque
C—Comedy
CAR—Cartoon feature
CD—Comedy drama
CDMU—Comedy drama musical
CMU—Comedy musical
COMP—Compilation
COSMD—Costume melodrama
D—Drama
DMU—Dramatic musical
DOC—Documentary
ED—Educational feature
F—Farce
FAN—Fantasy
FANMU—Fantasy musical
HISD—Historical drama
MD—Melodrama
MUC—Musical comedy
MU—Musical
MUW—Musical western
MY—Mystery
MYC—Mystery comedy
MYD—Mystery drama
MYMD—Mystery melodrama
NOV—Novelty
OPC—Operatic comedy
OPD—Operatic drama
OD—Outdoor drama
OMD—Outdoor melodrama
ROMC—Romantic comedy
ROMCMU—Romantic comedy musical
ROMD—Romantic drama
SAT—Satire
SFD—Science fiction drama
TRAV—Travelogue
W—Western

SHAKE, RATTLE AND ROCK—DMU—Fats Domino, Liso Gaye, Touch Connors—Exploitable programmer—77m.—see Nov. 14 issue Page 4249.

SHE CREATURE, THE—SFMD—Chester Morris, Marla English, Tom Conway—Lower half filler—77m.—see Oct. 31 issue Page 4245.

FLESH AND THE SPUR—John Agar, Marla English, Touch Connors—(Eastman Color).

NAKED PARADISE—Richard Denning, Beverly Garland—(PatheColor).

UNDEAD, THE—Richard Garland, Allison Hayes, Pamela Duncan.

UNDERWATER GIRL—Mara Corday, Pat Conway.

VOODOO WOMAN—Marla English.

Associated

BLONDE BAIT—MD—Beverly Michaels, Jim Davis, Joan Rice—Mediocre meller for the lower half—71m.—see April 18 issue Page 4134—(Made in England). (5506)

FRONTIER GAMBLER—W—John Bromfield, Coleen Gray, Kent Taylor—Fair lower half filler—70m.—see Sept. 5 issue Page 4214.

LAST OF THE DESPERADOES—W—James Craig, Jim Davis, Margla Dean—Okay western—71m.—see Dec. 28 issue Page 4077. (5502)

THREE OUTLAWS, THE—W—Neville Brand, Alan Hale, Bruce Bennett—Fair western for filler—74m.—see Aug. 22 issue Page 4205—(Superscope 235). (5503)

TWO-GUN LADY—W—Peggy Castle, William Talman, Marie Windsor—Average western—70m.—see Dec. 28 issue Page 4077. (5501)

WILD DAKOTAS, THE—W—Bill Williams, Coleen Gray—Average western—73m.—see July 25 issue Page 4189.

Astor

DYNAMITERS, THE—MD—Wayne Morris, Patrick Holt, Sandra Dorne—For the lower half—75m.—see May 30 issue Page 4165—(Made in England).

FEAR—D—Ingrid Bergman, Mathias Wleman, Renate Mannhardt—Ingrid Bergman starrer for art and specialty spots—82m.—see Dec. 28 issue Page 4077—(Made in Germany)—(English dubbed).

MEN OF SHERWOOD FOREST—MD—Don Taylor, Reginald Beckwith, Eileen Moore—Programmer has kiddie appeal—77m.—see Sept. 5 issue Page 4214—(Eastman Color)—(English-made).

PASSPORT TO TREASON—MD—Rod Cameron, Lols Maxwell, Clifford Evans—Program filler—80m.—see May 30 issue Page 4165—(Made in England).

TO BE REVIEWED OR IN PRODUCTION

BLACK TIDE—John Ireland.
HOUR OF DECISION—Jeff Morrow.
UNINVITED, THE—Alex Nichol.

Buena Vista

(Walt Disney)

DAVY CROCKETT AND THE RIVER PIRATES—MD—Fess Parker, Buddy Ebsen, Jeff York—Okay adventure film will need plenty of push—81m.—see July 25 issue Page 4189—(Technicolor).

GREAT LOCOMOTIVE CHASE, THE—MD—Fess Parker, Jeffrey Hunter, Jeff York—Excellent action film will have to be sold—85m.—see May 30 issue Page 4165—(Technicolor)—(CinemaScope)—(Disney).

LITTLEST OUTLAW, THE—D—Pedro Armendariz, Joseph Callela, Andres Velasquez—Good Disney live action entry—75m.—see Jan. 11 issue Page 4085—(Color by Technicolor)—(Made in Mexico).

SECRETS OF LIFE—ED—Walt Disney True-Life Adventure—Commendable educational effort, dubious entertainment subject—75m.—see Oct. 31 issue Page 4241—(Technicolor; one reel in CinemaScope).

SONG OF THE SOUTH—FAN—Ruth Warrick, Bobby Driscoll, James Baskett—Reissue should do okay—94 1/2m.—see Jan. 11 issue Page 4086—(Technicolor)—(Buena Vista-Disney).

TO BE REVIEWED OR IN PRODUCTION

IF ALL THE GUYS IN THE WORLD—Andre Valmy, Jean Gaven, Mimo Billi—(French-made).
WESTWARD HO, THE WAGONS—Fess Parker, Kathleen Crowley, Buddy Ebsen—(Technicolor)—(CinemaScope).

YANG KWEI FEI—D—Japanese cast—For the art spots—92m.—see Oct. 31 issue Page 4241—(Eastman Color)—(Japanese made)—(English titles).

Columbia

(1955-56 Releases from 801;
1956-57 Releases from 101)

AUTUMN LEAVES—ROMD—Joan Crawford, Cliff Robertson, Vera Miles—Highly interesting Crawford entry, especially for the femmes—108m.—see Sept. 5 issue Page 4149—Leg.: B. (104)
BATTLE STATIONS—ACD—John Lund, William Bendix, Keefe Brasselle—War entry shapes up as satisfactory programmer—81m.—see Feb. 8 issue Page 4097. (828)
BLACKJACK KETCHUM, DESPERADO—W—Howard Duff, Victor Jory, Maggie Mahoney—Western for the lower half—76m.—see May 2 issue Page 4150. (831)
CHA-CHA-CHA BOOM—MU—Perez Prado and Orchestra, Mary Kaye Trio—Pleasant programmer—72m.—see Oct. 3 issue Page 4229—Leg.: B. (114)
COCKLESHELL HEROES—MD—Jose Ferrer, Trevor Howard, Dora Bryan—Well-made entry of British Marines in action—97m.—see Feb. 22 issue Page 4109—(Color by Technicolor)—(English-made). (813)
CROOKED WEB, THE—MD—Frank Lovejoy, Marl Blanchard, Richard Denning—Satisfactory programmer—77m.—see Nov. 30 issue Page 4065. (816)
EARTH VS. THE FLYING SAUCERS—SFD—Hugh Marlowe, Jean Taylor, Donald Curtis—Good programmer—83m.—see Sept. 5 issue Page 4173. (102)
EDDY DUCHIN STORY, THE—BIDMU—Tyronne Power, Kim Novak, James Whitmore—High rating entry—123m.—see Sept. 5 issue Page 4173—(Technicolor)—(CinemaScope). (101)
FURY AT GUNSLIGHT PASS—David Brian, Neville Brand, Lisa Davis—Satisfactory western for program—68m.—see Jan. 25 issue Page 4089. (817)
GAMMA PEOPLE, THE—MD—Paul Douglas, Eva Bartok, Leslie Phillips—Mild import for lower half—79m.—see Sept. 19 issue Page 4225—(Filmed in England). (813)
HARDER THEY FALL, THE—D—Humphrey Bogart, Rod Steiger, Jan Sterling—Highly interesting expose of the fight racket—109m.—see April 4 issue Page 4129. (827)
HE LAUGHED LAST—CMU—Frankie Laine, Lucy Marlow, Anthony Dexter—Okay programmer—77m.—see Oct. 3 issue Page 4230—(Technicolor)—Leg.: B. (105)
HELL'S HORIZON—AD—John Ireland, Marla English, Bill Williams—Satisfactory programmer—80m.—see Nov. 30 issue Page 4065. (823)
HOT BLOOD—D—Jane Russell, Cornel Wilde, Luther Adler—Entry has angles as well as different yarn—85m.—see March 7 issue—Page 4117—Leg.: B—(Technicolor)—(CinemaScope). (834)
HOUSTON STORY, THE—MD—Gene Barry, Barbara Hale, Edward Arnold—Average programmer—79m.—see Jan. 11 issue—Page 4086—Leg.: B. (821)
INSIDE DETROIT—MD—Dennis O'Keefe, Tina Carver, Pat O'Brien—Okay programmer—82m.—see Dec. 14 issue—Page 4069. (815)
JOE MACBETH—MD—Paul Douglas, Ruth Roman—Fair programmer may be helped by names—90m.—see Jan. 25 issue Page 4090—Leg. B—(Made In England). (822)
JUBAL—OD—Glenn Ford, Ernest Borgnine, Valerie French—Powerful cast and story indicate strong boxoffice return—101m.—see April 4 issue Page 4129—(Technicolor)—(CinemaScope). (833)
LAST FRONTIER, THE—OMD—Victor Mature, Guy Madison, Anne Bancroft—Names should help this action entry—98m.—see Dec. 28 issue Page 4077—(Technicolor)—(CinemaScope). (812)
LAST MAN TO HANG, THE—D—Tom Conway, Elizabeth Sellars, Freda Jackson—For the lower half—75m.—see Nov. 14 issue Page 4250—(English-made). (117)
LAST TEN DAYS, THE—D—Albin Skoda, Oscar Werner—Import has interest—113m.—see April 18 issue Page 4134—(Austrian-made)—(English titles). (813)
LAWLESS STREET, A—W—Randolph Scott, Angela Lansbury, Jean Parker—Average western programmer—78m.—see Nov. 30 issue Page 4065—Leg.: B—(Technicolor). (814)
MIAMI EXPOSE—MD—Lee J. Cobb, Patricia Medina, Edward Arnold—Average crime meller for the dualers—73m.—see Sept. 5 issue Page 4197. (106)
1984—SFD—Edmond O'Brien, Michael Redgrave, Jan Sterling—Off-beat entry can go in art and specialty spots and many conventional situations—91m.—see Sept. 5 issue Page 4189—(Made In England). (110)
ODONGO—MD—Rhonda Fleming, Macdonald Carey, Juma—Pleasing programmer—85m.—see Oct. 3 issue Page 4230—(CinemaScope)—(Technicolor)—(Filmed in Africa). (109)
OVER-EXPOSED—D—Cleo Moore, Richard Crenna—Average programmer—80m.—see March 7 issue Page 4117. (835)
PAPA, MAMA, THE MAID, AND I—C—Robert Lamoureux, Gaby Morlay—One of the better French farces should do okay in art houses—94m.—see Oct. 31 issue Page 4241—(French-made)—(English titles and narration). (826)
PICNIC—CD—William Holden, Rosalind Russell, Kim Novak—High rating entry—115m.—see Dec. 14 issue Page 4069—Leg.: B—(Technicolor)—(CinemaScope). (826)
PORT AFRIQUE—MD—Pier Angeli, Phil Carey, Dennis Price—Locale helps program meller—92m.—see Sept. 19 issue Page 4225—(Technicolor)—(English-made)—(Filmed In Morocco). (825)
PRISONER, THE—D—Alec Guinness, Jack Hawkins, Jeanette Sterke—High quality drama for the art spots—91m.—see Dec. 14 issue Page 4070—(English-made). (825)
REPRISAL—OMD—Guy Madison, Felicia Farr, Kathryn Grant—Interesting western meller—74m.—see Oct. 3 issue Page 4230—(Technicolor). (115)
ROCK AROUND THE CLOCK—MU—Bill Haley and His Comets, The Platters, Johnny Johnston—Entertaining programmer—77m.—see March 21 issue Page 4121. (838)

ROGUES OF SHERWOOD FOREST—ROAD—John Derek, Diana Lynn, George Macready—Reissue is okay adventure programmer—80m.—see Oct. 31 issue Page 4241. (1072)
SAFARI—MD—Victor Mature, Janet Leigh, John Justin—Highly entertaining entry—91m.—see May 2 issue Page 4150—(Technicolor)—(CinemaScope)—(Made in Africa). (839)
SECRET OF TREASURE MOUNTAIN—OD—Valerie French, Raymond Burr, William Prince—Routine lower half entry—68m.—see May 30 issue Page 4165. (832)
SEVENTH CAVALRY, THE—OMD—Randolph Scott, Barbara Hale, Jay C. Flippen—Okay outdoor meller—75m.—see Oct. 31 issue Page 4241—(Technicolor). (121)
SILENT WORLD, THE—DOC—Made by Jacques-Yves Cousteau and Louis Maillle—High rating, beautifully photographed underwater documentary is an art house natural and has appeal for many regular situations—86m.—see Oct. 3 issue Page 4230—(Technicolor)—(French-made). (112)
SOLID GOLD CADILLAC, THE—Judy Holliday, Paul Douglas, Fred Clark—High rating comedy—99m.—see Sept. 5 issue Page 4205. (112)
SPIN A DARK WEB—MD—Faith Domergue, Lee Patterson, Rona Anderson—Lower half filler—76m.—see Oct. 3 issue Page 4230—(English-made)—Leg.: B. (107)
STORM CENTER—D—Bette Davis, Brian Keith, Kim Hunter—Thought-provoking drama on controversial theme will fare best in metropolitan and special situations—85m.—see Sept. 5 issue Page 4197. (108)
STORM OVER THE NILE—COSMD—Anthony Steel, Laurence Harvey, Mary Ure—Colorful remake of "Four Feathers" will have to be sold—80m.—see May 30 issue Page 4166—(Technicolor)—(CinemaScope)—(English-made). (829)
SUICIDE MISSION—DOC—Leif Larsen—Lower half entry—70m.—see Nov. 14 issue Page 4250—(Filmed in Norway and the Shetland Islands). (123)
TEN TALL MEN—MD—Burt Lancaster, Jody Lawrence, Gilbert Roland—Reissue is good adventure yarn—97m.—see Oct. 31 issue Page 4242—(Technicolor). (119)
TO THE ENDS OF THE EARTH—MD—Dick Powell, Signe Hasso, Maylia—Reissue is high rating meller—108m.—see Oct. 31 issue Page 4242. (116)
URANIUM BOOM—MD—Dennis Morgan, Patricia Medina, William Talmn—Fair lower half entry—67m.—see March 7 issue—Page 4117. (837)
WALK A CROOKED MILE—MD—Louis Hayward, Dennis O'Keefe, Louise Albritton—FBI versus subversive agents should make meller prove okay reissue—91½m.—see Nov. 16 issue Page 4065. (818)
WEREWOLF, THE—MD—Steven Ritch, Don Megowan, Joyce Holden—Horror meller for program—83m.—see Sept. 5 issue Page 4174. (103)
WHITE SQUAW, THE—W—David Brian, May Wynn, William Bishop—For the lower half—75m.—see Oct. 31 issue Page 4242. (116)
YOU CAN'T RUN AWAY FROM IT—CMU—June Allyson, Jack Lemmon, Charles Bickford—Highly amusing comedy—95m.—see Oct. 17 issue Page 4237—Leg.: B—(CinemaScope)—(Technicolor). (116)

TO BE REVIEWED OR IN PRODUCTION

ADMIRABLE CRICHTON, THE—Kenneth More, Diane Cilento—(English-made).
BEYOND MOMBASA—Donna Reed, Cornel Wilde, Leo Genn—(Technicolor)—(CinemaScope)—(Made In Africa).
BRIDGE ON THE RIVER KWAI, THE—William Holden, Alec Guinness—(Made in Ceylon).
CUNNING AND THE HAUNTED, THE—Sal Mineo, James Whitmore.
DON'T KNOCK THE ROCK—Bill Haley and His Comets.
END AS A MAN—Ben Gazzara, James Olsen.
FIRE DOWN BELOW—Rita Hayworth, Robert Mitchum, Jack Lemmon—(Color)—(CinemaScope)—(Made In Trinidad).
FORTUNE IS A WOMAN—Jack Hawkins, Arlene Dahl, Dennis Price—(English-made).
FULL OF LIFE—Judy Holliday, Richard Conte, Salvatore Baccaloni.
GARMENT CENTER—Lee J. Cobb, Kerwin Mathews, Valerie French.
GUNS OF FORT PETTICOAT—Audie Murphy, Kathryn Grant.
INTERPOL—Victor Mature, Anita Ekberg, Trevor Howard—(Technicolor)—(Made In Italy).
MAN WHO TURNED TO STONE, THE—Victor Jory, Ann Doran.
NIGHTFALL—Aldo Ray, Anne Bancroft, Frank Albertson.
PHANTOM STAGECOACH, THE—William Bishop, Kathleen Crowley, Richard Webb.
RUMBLE ON THE DOCKS—James Darren, Jerry Janger.
SEVEN WAVES AWAY—Tyronne Power, Mal Zetterling, Lloyd Nolan—(Made in England).
SHADOW ON THE WINDOW, THE—Betty Garrett, Phil Carey, John Barrymore, Jr.
STORY OF ESTHER COSTELLO, THE—Joan Crawford, Rosanno Brazzi—(Made In England).
TALL T, THE—Randolph Scott, Maureen O'Sullivan.
TOWN ON TRIAL—John Mills, Charles Coburn, Barbara Bates—(Made In England).
TWENTY MILLION MILES TO EARTH—William Hopper, Joan Taylor.
27TH DAY, THE—Valerie French, Gene Barry.
UTAH BLAINE—Rory Calhoun, Susan Cummings, Angela Stevens.
WICKED AS THEY COME—Arlene Dahl, Herbert Marshall—Leg.: B.
ZARAK—Victor Mature, Anita Ekberg, Michael Wilding—(Technicolor)—(CinemaScope)—(Made in Morocco).
ZOMBIES OF MORA—TAU—Allison Hayes, Marjorie Eaton.
YOUNG REBELS, THE—Robert Vaughn, Dorothy Green.

Continental

ADORABLE CREATURES—C—Daniel Gelin—Amusing, exploitable import for the art spots—108m.—see Feb. 8 issue Page 4100—Leg.: C—(French-made)—(English titles).
HILL 24 DOESN'T ANSWER—AD—Edward Mulhaire, Michael Wager—Highly interesting, well made import—100m.—see Nov. 30 issue Page 4073—(Israeli-made)—(English Language).

LADY-KILLERS, THE—C—Alec Guinness, Cecil Parker—Highly amusing import—94m.—see March 21 issue Page 4124—(English-made).
NIGHT MY NUMBER CAME UP, THE—D—Michael Redgrave, Alexander Knox—Well made, off-beat entry—94m.—see Dec. 28 issue Page 4081—(English-made).
SECRETS OF THE REEF—DOC—Photographed, directed and edited by Lloyd Ritter, Robert Young and Murray Lerner—Intriguing entry of life under water—72m.—see Oct. 31 issue Page 4245—(Eastman-color).
SHIP THAT DIED OF SHAME, THE—D—Richard Attenborough, George Baker, Virginia McKenna—Interesting entry—91m.—see Sept. 5 issue Page 4220—(English-made).

TO BE REVIEWED OR IN PRODUCTION

SNOW WAS BLACK, THE—Daniel Gelin, Marie Mansart—(French-made)—(English titles).

DCA

(Distributors Corporation Of America)

FRISKY—CD—Gina Lollobrigida, Vittorio De Sica, Marisa Merlini—Amusina import has selling possibilities—98m.—see Nov. 16 issue Page 4066—Leg.: B—(Italian-made)—(English titles).
JEDDA THE UNCIVILIZED—OD—Off beat, interesting entry for art and specialty spots—88m.—see July 11 issue Page 4185—Leg.: B—(Print by Eastman Color)—(Filmed In Australia).
PLEASE MURDER ME—MD—Angela Lansbury, Raymond Burr—Satisfactory programmer—78m.—see Feb. 22 issue Page 4109—Leg.: B.
PRIVATE'S PROGRESS—F—Richard Attenborough, Dennis Price—Highly amusing import—96m.—see Sept. 5 issue Page 4214—(English-made).

IFE

LEASE OF LIFE—D—Robert Donat, Kay Walsh, Adrienne Corri—Well-made, interesting entry—93m.—see Jan. 25 issue Page 4090—(Color by Eastman Color)—(English-made).
MADAME BUTTERFLY—OPD—Highly interesting entry for art and specialty spots—114m.—see June 13 issue Page 4174—(Technicolor)—(Italian-Japanese-made).
RETURN OF DON CAMILLO, THE—CD—Fernandel, Gino Cervi—Sequel is amusing—115m.—see May 2 issue Page 4155—(Italian-made)—(English titles).

Lippert

GLASS TOMB, THE—MYMD—John Ireland, Honor Blackman—Interesting entry for the lower half—59m.—see Feb. 22 issue Page 4109—(English-made). (5409)
LIFE WITH THE LYONS—C—Richard Lyons, Barbara Lyons—Lower half filler—78m.—see May 30 issue Page 4166—(English-made).

Metro

(1955-56 Releases from 602)

ANNIE GET YOUR GUN—MUC—Betty Hutton, Howard Keel, Louis Calhern—Reissue has names to sell—107m.—see May 16 issue Page 4157—(Technicolor). (632)
BHOWANI JUNCTION—D—Ava Gardner, Stewart Granger, Bill Travers—High-rating study of conflict in India—110m.—see May 16 issue Page 4157—(Eastman Color)—(CinemaScope)—(Made In Pakistan). (631)
BOOM TOWN—MD—Clark Gable, Spencer Tracy, Claudette Colbert—Reissue has the names and excitement—120m.—see Oct. 31 issue Page 4242. (704)
CATERED AFFAIR, THE—D—Bette Davis, Ernest Borgnine, Debbie Reynolds—Highly interesting drama—93m.—see May 16 issue Page 4157. (633)
DIANE—MD—Lana Turner, Pedro Armendariz, Roger Moore—Impressive costume entry—110m.—see Dec. 28 issue Page 4078—Leg.: B—(Eastman Color)—(CinemaScope). (616)
FASTEST GUN ALIVE, THE—OD—Glenn Ford, Jeanne Crain, Broderick Crawford—Interesting offbeat western has names to help—89m.—see June 27 issue Page 4181. (634)
FORBIDDEN PLANET—SFD—Walter Pidgeon, Anne Francis, Leslie Nielsen—Well-made science fiction entry should appeal to fans of the fantastic—98m.—see March 21 issue Page 4121—(Eastman Color)—(CinemaScope). (625)
FOREVER DARLING—CD—Lucille Ball, Desi Anaz, James Mason, Louis Calhern—Names should help—91m.—see Feb. 8 issue Page 4097—(Eastman Color)—(Print by Technicolor). (620)
GABY—ROMD—Leslie Caron, John Kerr, Sir Cedric Hardwicke—World War II love story will appeal most to the women—97m.—see April 4 issue Page 4130—(Eastman Color)—(Print by Technicolor)—(CinemaScope). (627)
HIGH SOCIETY—CMU—Frank Sinatra, Grace Kelly, Bing Crosby—High rating amusement—107m.—see July 25 issue Page 4190—(Leg.: B—(Color by Technicolor)—(VistaVision). (637)
I'LL CRY TOMORROW—BID—Susan Hayward, Richard Conte, Eddie Albert—High rating drama—119m.—see Dec. 28 issue Page 4078—Leg.: B. (615)
INVITATION TO THE DANCE—NOV—Igor Youskevitch, Gene Kelly, Tamara Toumanova, Carol Haney—Novelty is well-suited for art and specialty spots—93m.—see May 16 issue Page 4158—(Technicolor). (620)
JULIE—MD—Doris Day, Louis Jourdan, Barry Sullivan—Good, suspense-filled entry—97m.—see Oct. 17 issue Page 4237. (709)
KISMET—MU—Howard Keel, Ann Blyth, Vic Damone, Dolores Gray—Lavishly produced musical—113m.—see Dec. 28 issue Page 4078—(Eastman Color)—(CinemaScope). (613)
LAST HUNT, THE—OD—Robert Taylor, Stewart Granger, Lloyd Nolan, Debra Paget—Rugged outdoor drama has the names and can be sold—108m.—see Feb. 22 issue Page 4110—Leg.: B—(Eastman Color)—(CinemaScope). (621)

current releases are available and in which future releases will be scheduled. While much of the following is subject to change, all data is submitted weekly to the particular distributors for their up-to-date checking and correcting, so that it is the latest knowledge available.

Table with 13 columns: A.A., COLUMBIA, M.G.M., PARAMOUNT, R.K.O., REPUBLIC, 20th-FOX, U.A., UNIVERSAL, WARNERS, MISC. Each column contains movie titles and cast/credits.

NOW IN GENERAL RELEASE PROMISED FOR EARLY RELEASE

SYMBOLS USED ABOVE: CS—CinemaScope, DC—DeLuxe Color, EC—Eastman Color, RE—Reissue, SS—Superscope, TC—Technicolor, VV—VistaVision, WC—WarnerColor—Name of country, other than U.S.A., indicates import.

ACTION *plus* INSPIRATION

**COMBINE TO GIVE YOU
A TOP-NOTCH WESTERN
AND A TOP-GROSSER!**

*The powerful story of a
topgun turned parson —
a man who tried to
fight fire with faith!*



The PARSON



STARRING

JAMES MITCHELL • ROSEMARIE BOWE

co-starring **JAN MERLIN • JESS BARKER • HUGH SANDERS** • featuring **TAYLOR HOLMES • PHILIP TONGE • DOROTHY PATRICK**

Music composed and conducted by **GEORGE GREELEY** • Screenplay by **HAL RICHARDS** and **JAY INGRAM** • Directed by **TED POST**

**BOOK IT
NOW!**

THRU
UA

MOTION PICTURE

EXHIBITOR

NOVEMBER 28, 1956

VOLUME 57

NUMBER 5

IN TWO SECTIONS • THIS IS SECTION ONE



A Man In Search

Of A Suit

editorial

Allied Meeting Opens In Dallas

(page 6)

Columbia Staff In New Home

(page 8)

AND FEATURING: THE SERVICE SECTION



William Evans, manager, Plaza, New York, takes some of the chill out of standing in line as he serves waiting customers with hot coffee before show time.

M-G-M
proudly presents:

in
CINEMASCOPE
and
METROCOLOR

co-starring
EDDIE ALBERT
with PAUL FORD
JUN NEGAMI
NIJIKO KIYOKAWA
MITSUKO SAWAMURA

Screen Play by
JOHN PATRICK
Based on a Book by VERN J. SNEIDER
and the Play by JOHN PATRICK
Directed by
DANIEL MANN
Produced by
JACK CUMMINGS

TWO BIG TRAILERS SELL M-G-M'S "TEAHOUSE" IN ADVANCE

5-MINUTE EXPLOITATION FILM 1. "OPERATION TEAHOUSE"

The intimate story of how the famed Pulitzer Prize play was filmed. A special camera crew was sent to Japan to make candid-camera footage of the beautiful native backgrounds, with appealing inside shots of the stars, director, producer and hundreds of villagers. It's a sure-fire ticket-seller. Run it as far in advance as possible prior to the regular trailer.

SPECIAL REGULAR TRAILER 2. "ED SULLIVAN LAUGHS"

This specially narrated trailer is one of the cleverest you've ever put on your screen. Ed Sullivan capitalizes on his "stone-face" reputation in a hilarious selling job for this great entertainment.



A MAN IN SEARCH OF A SUIT

BACK IN THE DAYS of our youth we remember a little rhyme that started with: "For the lack of a nail, a shoe was lost; for the lack of a shoe, a horse was lost," and that ended with the complete loss of "a kingdom." As we observe the day-in-and-day-out, and week-in-and-week-out, dealings in this industry of ours, and as we read the confidential mail from literally hundreds of theatremen, we can't help paraphrasing that old rhyme into: "For the lack of consideration, courtesy was lost; for the lack of courtesy, a lawsuit was lost."

We agree that many of the industry lawsuits that jam our courts represent unfair "jungle" efforts to get an edge, or win a buck, to which the appellant is not entitled. We know of a badly located "barn," that has been impossible to operate successfully, that has been leased continuously for \$10,000 per year because it has already won the lessor over \$1,000,000, and is now the key to a new suit for \$2,000,000. And we know of another closed small theatre that was recently purchased by a "smart guy" because he recognized it as "a natural for a lawsuit."

But we also believe that a great majority of suits are the legitimate result of complete frustration on the part of fair minded and intelligent businessmen who don't want to sue, and who only bring suit as a last resort. For this latter category, just a little consideration, and just a little courtesy, two commodities that should cost distributors little or nothing at all, would settle most of their suits that are now existent, and would prevent more from being instituted.

It has been said that, "If all of the suits now in the courts should be won by exhibitors, their total dollars would be more than distributors could pay, and the latter would all need to go bankrupt." Maybe this is an exaggeration, and certainly high priced lawyers should be able to settle somewhere below 100 per cent; but when a distributor loses, as we understand it, any cash settlement comes completely out of profits, or out of reserves established by profits. If, however, the little consideration we mentioned above avoids a lawsuit completely, any dollars it entails come completely out of gross, only a very small part of which is profit, and all of the costs of lawyers and inconvenience to local sales executives are saved. Seems elemental, doesn't it? Almost like third grade arithmetic?

Well, let's see what we mean by consideration, as taken from actual cases that have come to our attention.

A "bully-boy" in a branch office is on the make for

a better job, so existing prices in a falling economy are no longer satisfactory. Where \$50 per "lower half" picture had been paid by the last-run grind house in an area, he now insists on \$55 and is backed up by his superiors who don't bother to learn the facts. Frustrated by his inability to pay, the theatremen is further infuriated by bullying discourtesy which he returns in kind, and the result is his deliberate settling down to build a legal action as his only weapon of retaliation. Amplify these and similar facts by 50 theatremen who are getting "the treatment" in this same territory, and you have 50 disgruntled customers who are trying to "get even" in any way they know how. And all for the "bully-boy's" added \$250 of film rental, on which possibly \$15 would eventuate as profit.

Or consider the same set of facts, and a branch manager, district manager, division manager or general sales manager, none of whom will extend the common business courtesy of answering letters addressed to them. We know of one successful division manager who has bragged on more than one occasion that he never answers anything except by telephone, because he's not "going to give any b———d a record to sue" him. Is it any wonder that theatremen try to bring "witnesses" into film transactions, or that they inquire for the best way to make a record of phone calls?

Consider the branch manager who answers every query, and solves all problems, by snarling, "Why don't you ask for bidding?" when he knows that the theatre never existed that could turn a profit under continual bidding. Or the bidding situation where "90 per cent over overhead" is rejected as inadequate, so that the distributor can "negotiate" a deal with a competing circuit customer. Or the bid that is submitted but is neither accepted nor rejected for periods of seven to 10 days. Or the salesman who demands a higher admission price for a particular picture "if you want to play it"; but tells you point blank that if you ever say he said so he'll "swear on a stack of bibles" that he didn't. Or the demands for "50 per cent and four days" playing time from the small situation that is known to gross only \$400 to \$500 per week.

Some of this can be classified under lack of consideration, and some can be classified as lack of normal business courtesy; but it is generally the lack of either or both that converts an otherwise honest and sincere industryite into "a man in search of a suit."

Jay Emanuel

LIFE

LOOK

The AMERICAN WEEKLY

REDBOOK

McCall's

PRE-SELLING

NATIONAL MAGAZINE ADS!

Top level list of Magazines giving special emphasis to the "Woman's Market"... *and*

NATIONAL NEWSPAPER ADS!

in Sunday Supplements across the nation... with a combined circulation of 39,385,663 to pre-sell a reading audience of more than 150,000,000!

NATIONAL TELEVISION!

Hundreds of TV Teaser Spots Pre-selling from coast-to-coast! TV Promotions on top National Network Programs... plus Disc Jockey cooperation plugging song hit "Written on the Wind"!

and 3 SPECIAL TEASER TRAILERS!

Ask your U-I Branch Manager about these advance box-office boosters!

it's in the wind...

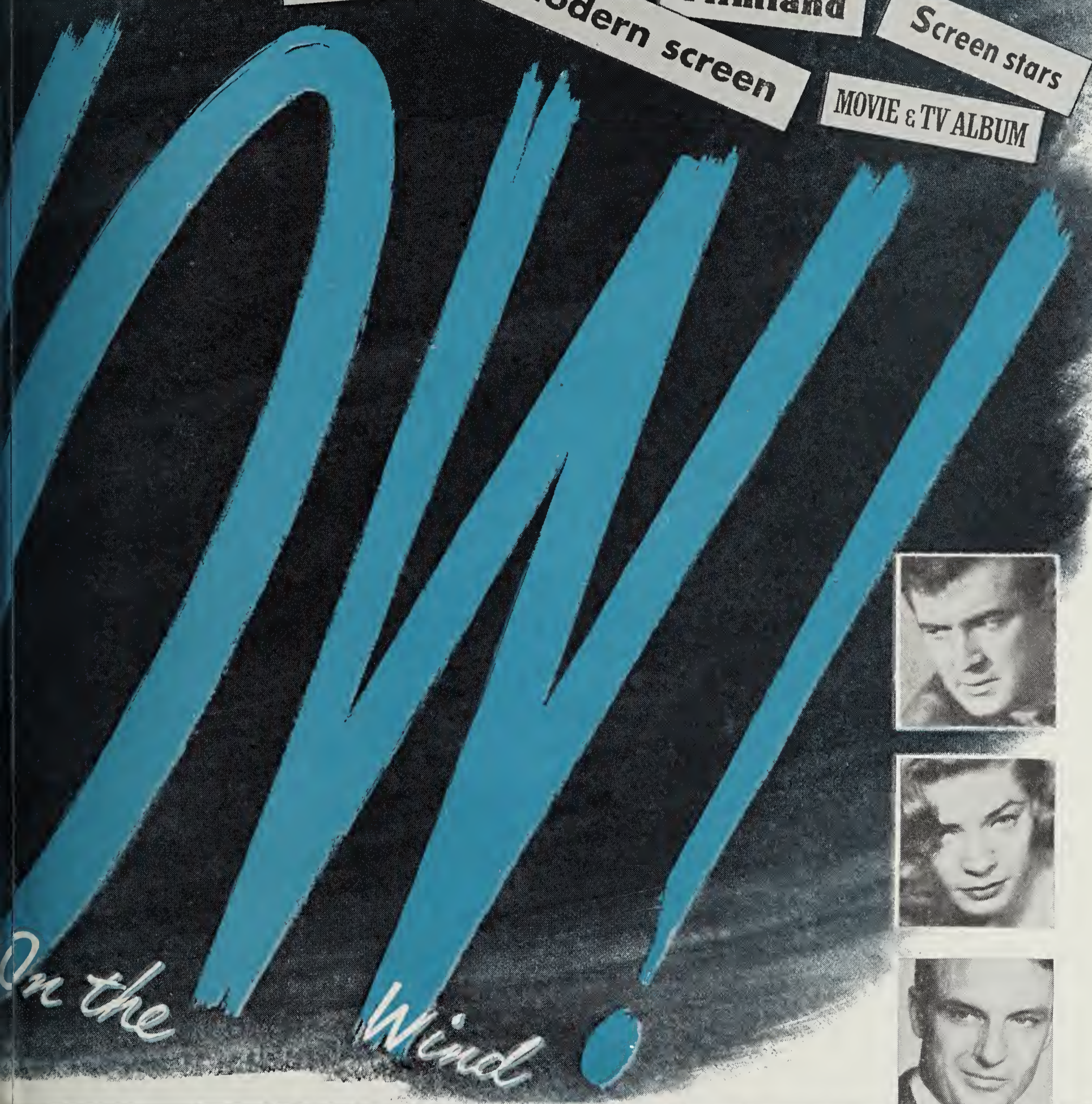
Written on the WIND

TECHNICOLOR®

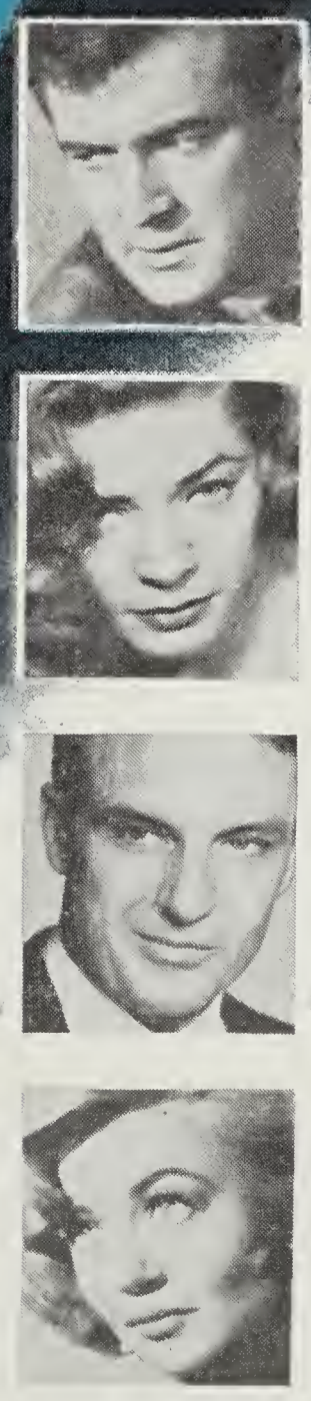


is blowing toward BIG... E

Screen stories
 True Story
 Screenland
 PHOTOPLAY
 Motion Picture
 MOVIELAND
 Family Weekly
 True Confessions
 Filmiland
 Screen stars
 modern screen
 MOVIE & TV ALBUM



On the Wind



Universal-International Picture starring
ROCK HUDSON • LAUREN BACALL
ROBERT STACK • DOROTHY MALONE
 with ROBERT KEITH • GRANT WILLIAMS • HARRY SHANNON
 Directed by DOUGLAS SIRK • Screenplay by GEORGE ZUCKERMAN • Produced by ALBERT ZUGSMITH



BOX-OFFICE

From Universal-International... AVAILABLE DEC. 25th

BROADWAY GROSSES

(As of this Monday)

Turkey Day Boosts Returns

NEW YORK—Business in the Broadway first runs was generally boosted by the Thanksgiving holiday. The Paramount, Roxy, Mayfair, and Loew's State all reported above average grosses over the weekend.

According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the breakdown was as follows:

"Love Me Tender" (20th-Fox). Paramount (\$45,000)*—Second session of Elvis Presley okay at \$46,000.

"Giant" (Warners). Roxy (\$40,000)—This one evidently has staying power. The seventh week was heading toward \$100,000, with \$75,000 already in for Thursday through Sunday. Ice show on stage.

"Friendly Persuasion" (Allied Artists). Radio City Music Hall (\$144,000)—The fourth and last week was expected to total \$127,000. The figure for Thursday through Sunday was \$103,000. Usual stage show.

"The Opposite Sex" (MGM). Capitol (\$49,000)—2nd week dropped to \$25,000.

"Teenage Rebel" (20th-Fox). Globe (\$14,800)—Down to \$12,000 on second session.

"Oklahoma" (20th-Fox). Mayfair (\$15,000)—CinemaScope version still okay with \$17,000 claimed for the fourth week.

"The Mountain" (Paramount). Astor (\$29,000)—Off at \$20,000 on second week.

"The Solid Gold Cadillac" (Columbia). Victoria (\$20,400)—A winner for the fifth week, rolling up \$25,000.

"Julie" (MGM) Loew's State (\$28,700)—A sure \$33,000 for the first week.

*Figures in parentheses are 1955 weekly averages based on MOTION PICTURE EXHIBITOR reports.

UA's Sears Mourned

HARRISON, N. Y.—Gradwell L. Sears, 59, former head, United Artists Corporation, and industry veteran, who had been in the business since his high school days when he was a projectionist in his native Hannibal, Mo., died last week at his home of cancer.

He retired in 1950 as president of UA, a post he had held since 1946. At his death he was a vice-president of the corporation. A veteran of World War One, he was with World Film, Republic, Selznick, First National, and Warners at various times in addition to UA, where he took the general sales post in 1941. He was a member of Motion Picture Pioneers.

Surviving are his widow, a son, a daughter, his mother, a half-brother, and six grandchildren.

I N D E X

VOLUME 57, NUMBER 5 NOVEMBER 28, 1956

SECTION ONE

EDITORIAL 3

THE NEW YORK SCENE

BY MEL KONECOFF 6

THE INTERNATIONAL SCENE 14

SHOWMANSHIP SWEEPSTAKES 16

NEWS OF THE TERRITORIES 19

SECTION TWO

THE SERVICE SECTION SS-1—SS-4

(The Pink Review Section)

Prepare For Future, Kalver Says, In Keynote For Dallas Convention

DALLAS—Roy Kalver, president, Allied Theatre Owners of Indiana, delivered the keynote address yesterday (Nov. 27) at National Allied's annual convention, discussing the changing nature of the business and advising exhibitors that there is reason for optimism in the future if they will prepare for it.

Decrying current methods of film selling as "insane, illegal, and immoral," Kalver opined that the exhibitor must be permitted to buy product at prices he can afford to pay if the industry is not to disintegrate. He called for a return to branch autonomy. He pointed out that exhibitors working together can force the changing of discriminatory practices.

Kalver decried the wholesale selling of film company backlogs to television as shortsighted and also pointed to the danger of toll-TV. He did see reason for optimism in reports that more pictures

would be made next year provided theatres are given adequate clearance over TV. The Allied keynoter called for production of more family type films, particularly those with appeal to youth, utilizing TV and music personalities while their appeal was at its zenith with the younger element.

Theatre programming and policies may very well have to be altered, Kalver said, to keep pace with changes forced by TV competition and other factors, with length of run, number of performances, advertising policies and admission prices kept flexible even in small situations.

Other items covered were Allied's differences with COMPO and efforts to reconcile them; the Audience Awards poll, unsuccessful last year, according to Kalver, but an excellent promotion nevertheless; the need for changes in clearance

(Continued on page 9)



The NEW YORK Scene

By Mel Konecuff

THE SUBURBS of this fair metropolis last week saw a wonderful example of concrete faith in the future of the industry unveiled when the Syosset, Syosset, Long Island, opened its doors to trade and public alike. The 1400-seat house, erected on four acres with plenty of surrounding parking space, is the newest addition to the Skouras Theatre Circuit although actually it is a partnership operation between Skouras and Prudential Theatres.

Present was all the attention that goes into a premiere, from the huge searchlight lighting the sky, to the band playing outside, to the radio broadcast in the lobby, to the photographers taking pictures all over the place, and to ceremonies on stage. Proceeds from the sale of special tickets to the public who saw a performance of "Oklahoma!" in Todd-AO went to a local charity, which seemed the best way to get off on the right foot.

The local town officials were on hand, representatives of local business glowed with pleasure, and community leaders saw nothing but good in the addition to the area. The glamor and excitement of the entertainment end were represented by such as Gene Nelson, Rod Steiger, Joan Roberts, Randy Merriman, Adelle August, and Robbin Hood.

Spyros S. Skouras, circuit president, extended a welcome on behalf of himself and his partners and reaffirmed the policy of his circuit which had been established years prior; in addition to presenting the best in entertainment, the theatre will seek to become the center for civic and community activities.

The theatre, designed by E. C. A. Bullock, is attractively outfitted with the latest in decor, projection, and sound, and is the last word in comfort and simplicity of appearance. It is specially designed to permit showings in Todd-AO, CinemaScope, VistaVision, and standard size film on the two projectors. There is no proscenium and there is a wall to wall screen which is easily and automatically adjustable to the needs of the film at hand. It's a Raytone product measuring 25 by 62 with a special formula coating thereon.

As we stood in the projection booth and watched the technicians under "Bud" Ashcraft ready the huge machines, we couldn't help but be impressed as they threaded the huge Todd-AO film reels into the mechanism, which is easily adjustable to any size film now on the market. Others readied the Ampex seven channel stereophonic "Universal" sound system, which could be piped through 27 surround speakers in the auditorium.

Popping in and out of the booth were Ed and Seymour Seider, "Doc" Faige, Doug Netter, and others who were most concerned with the physical operation of the house. Elsewhere throughout the house, Spyros Skouras, Moe Baranco, and a host of managers from other houses on the circuit such as Ted Rodis and others checked and double-checked to make sure the public would be greeted and treated in the proper fashion. Among the crowd that poured in after the ribbon was cut we spotted Roy Haines, Herbert Greenblatt, Abe Dickstein, Joe Sugar, Joe Wohl, Herb Pickman, Moe Seider, and a load of other industryites. Sid Newman handled publicity and advertising in his usual fine fashion.

We add our good wishes to those of the countless others received.

(Continued on page 10)

Less Objectionable Films, Bishops Told

U-I Sales Executives To Confer On Coast

NEW YORK—Universal will hold a week-long sales executive conference at the Universal-International Studios in California starting on Dec. 3 to be attended by the company's sales executives from all sections of the country and Canada including the home office sales cabinet, the district managers, and representatives of Empire-Universal of Canada, it was announced last week by Charles J. Feldman, vice-president and general sales manager who will preside at the top level sales sessions.

The meetings are designed to brief the sales executives on pictures to be released during 1957, to review sales policies, and to outline promotional plans.

Following the conference, the division sales managers will hold a series of regional sales meetings with the district managers, branch managers, and salesmen in Los Angeles, Kansas City, Chicago, New Orleans, Cincinnati, Pittsburgh, and Washington.

Milton R. Rackmil, president; N. J. Blumberg, chairman of the board; Alfred E. Daff, executive vice-president; Edward Muhl, vice-president in charge of production; and David A. Lipton, vice-president, will join the sales executives at their meetings, which will also include attendance at the Hollywood invitational press preview of "Battle Hymn," one of the company's big ones.

Feldman will head the home office sales cabinet which includes F. J. A. McCarthy, assistant general sales manager; P. T. Dana, eastern sales manager; Foster M. Blake, western sales manager; Henry H. Martin, southern sales manager; and James J. Jordan, circuit sales manager, among others.

VCI Sets Member Drive

DALLAS—As decided at the mid-winter meeting in Denver of Variety Clubs International, ways and means of increasing the membership were discussed, and this drive was authorized. The period of the drive is Dec. 3 to March 1, with these very simple rules. All tents are to furnish a certified statement of their regular membership to international dough guy J. B. Dumestre, Jr., at the beginning of the drive and again at the end of the drive.

Judging of the contest will be based on the number of regular members secured. While tents are urged to enlarge their associate membership, only regular members will be considered in the drive. Tents with small or large potentials will be equalized because the judging will be on the basis of percentage increase.

A plaque will be awarded to the tent in each of the seven international districts for the highest increase in regular memberships in that district. The grand prize will be a round trip ticket plus hotel and registration expenses to the London convention in 1958, awarded to the individual who secures the greatest number of memberships.

MPAA Raps Columnist For Blast At Film Ads

NEW YORK—The Motion Picture Association of America through public relations director Taylor Mills last week protested to S. R. Bernstein, editor, Advertising Age, a recent column by Clyde Bedell which appeared in that publication on Nov. 12.

Mills charged "vitriolic and untruthful reporting" on the part of Bedell, who had described movie advertising as "the slippery eel and corner-cutting of top rank in advertising."

Mills pointed out that Advertising Age along with columnist Bedell shared the responsibility for this "distorted condemnation of an entire segment of the advertising profession."

Schulberg Productions Formed By Brothers

NEW YORK—The Schulberg name, famous in Hollywood's hey-day, is slated to return to American screens with the formation of Schulberg Productions, Inc., with headquarters here.

Headed by novelist Budd Schulberg and producer Stuart Schulberg, the new company plans five major films within the next three years based either on Budd Schulberg's published properties or on original screen material he is currently writing. Announced as the first five films to be produced by Schulberg Productions are "In the Everglades," an original story by Budd Schulberg to be filmed in Florida and New York; "On Eighth Avenue"; a Puerto Rican story; "Paso Double"; and "The Disenchanted." The first four properties are original screen plays by Budd Schulberg and "The Disenchanted" is based on his best selling novel and will be adapted from the play that is scheduled for New York production next year.

Tentative budget on each film is in the vicinity of one million dollars. The partners are the sons of film pioneer, B. P. Schulberg, former production chief of Paramount. The new company will be oriented toward the east coast with production geared to New York and location shooting.

No releasing deal has been set as yet.

Majors Aid Hospital

NEW YORK—Notification was received last week by the amusement industry's own Will Rogers Memorial Hospital and Research Laboratories that the 10 major producing and distributing companies will contribute \$50,000 to the fund through the MPAA, as they have done in past years.

In acknowledging this announcement of the annual MPAA gift Abe Montague, president of the Will Rogers Memorial Hospital Fund, stated that, "The major companies are showing in a very substantial way their willingness to support and maintain their Will Rogers Memorial Hospital and Research Laboratories."

Prelate Attacks "Lurid" Ads, Concerned Over Intensity Of Objectionability; 62 B's, One Condemned In Past Year

WASHINGTON—The seesaw battle against immoral movies advanced on one front but suffered a setback on another during the past year, Catholic bishops were told last week.

The number of objectionable films showed a marked decrease under last year. However, Bishop William A. Scully of Albany, chairman, Episcopal Committee on Motion Pictures, reported that "lurid" advertising and "intensity" of offensive motion pictures "offered serious concern."

Bishop Scully read the report to the Catholic bishops of the United States meeting in closed session at the Catholic University of America. He said that "although the number of films in the objectionable classification showed a decrease . . . the intensity of objectionability both in theme and treatment of a large segment of our American-made films offered serious concern to the members of the hierarchy. . . . Moral retrogression has also been noted in advertising," the bishop told the assembled prelates.

"This grievous violation of decency and obvious dishonesty through misrepresentation (already noted by trade and secular journalists) call for immediate remedy by the motion picture industry, lest our films here and abroad be characterized as a complete glamorization and deification of the flesh."

The Bishop then cited the "damage to souls" caused by pictures in the Legion of Decency's B category (morally objectionable in part for all) which are short of total condemnation. He exhorted "our Catholic people to form a right conscience about attendance at films in the B classification and to avoid all of them completely. Only through loyalty and fidelity to the ideal of the Legion of Decency can a moral and wholesome screen based on the Judaeo-Christian concept of life be realized, especially for our American youth."

During the past year the Legion reviewed and classified 328 motion pictures of which 269 were domestically-made and 59 were from abroad, the bishop stated.

Of American films, 88 or 32.71 per cent were A-I (morally unobjectionable for general patronage); 117 or 43.5 per cent were A-II (morally unobjectionable for adults); 62 or 23.05 per cent were B; and one (produced without a Motion Picture Code Seal) was C (condemned). One movie, "Storm Center," was separately classified.

Ten foreign films, or 16.95 per cent, received a A-I typing; 24, or 40.68 per cent were A-II; 18, or 30.51 per cent were B; and seven, or 11.86 per cent, were condemned.

Last year, 92 American films, or 33.45 per cent, rated B classification, while four were condemned. At the time the Legion noted the largest percentage of offensive films in its history.

Entire Columbia Staff Installed In New 5th Avenue Quarters

NEW YORK—The entire home office staff of the Columbia Pictures organization is now operating in the company's new headquarters building at 711 Fifth Avenue, following the transfer of the executive offices.

The personnel of Columbia Pictures, Columbia Pictures International, and Screen Gems, the television subsidiary, were brought together from five scattered locations and consolidated on eight and a half floors of the new Columbia Pictures Building.

A far cry from the one room at 1600 Broadway where Columbia had its genesis as the CBC Film Sales Company more than 36 years ago, the imposing structure at the corner of Fifth Avenue and 55th Street in the heart of New York's most desirable business district stands 16 floors high and contains 248,000 square feet of floor space.

Of the total, Columbia and its subsidiary companies are utilizing some 160,000 square feet, about 225 feet apiece for the more than 700 employees. When Harry and Jack Cohn founded the company in 1920 there were only nine persons on the entire staff.

Columbia's move to Fifth Avenue is the second change of address in the 36 years the company has been doing business. It was from the single room at 1600 Broadway that the Cohn brothers sold their very first film, a two-reel comedy entitled "They Did It On \$8 Per." A year later the company, then known as CBC, distributed its first feature, "Heart Of The Earth," starring Roy Stewart and Louise Lovely. In those days the company operated through states rights exchanges.

Rose Slaten, who today is in charge of the New York film cutting and shipping department, was one of the original employees who came to work in the single room on Broadway. In 1922, a teen-ager joined the tiny firm as an office boy. Today, fourth in seniority in the corporation, A. Schneider is first vice-president and treasurer.

By 1924, Harry Cohn had gone to Hollywood to take charge of production and studio operations, the company had changed its name to Columbia and had left the states rights field to establish franchises in key cities. In that year three people joined the organization who are still Columbians. They are Rube Jackter, now assistant general sales manager; Harry Foster, now in charge of eastern production; and Rose Hand, now chief telephone operator.

Interior demolition work on 11 floors of the new headquarters started in July of 1955 and the result 16 months later is what a project architect calls "one of the most extensive renovations on a New York office building in 25 years." During the demolition work the various floors were completely dismantled, from wall to wall and from ceiling to floor. The sprinkler system was removed from all but the third floor. In effect all that was left was the shell of the building. From that point the floors were built up once



New Columbia Quarters

again, the ceilings were lowered for installation of the giant 700 plus ton air conditioning system and heating ducts. Recessed lighting of the latest "daylight" type was placed in the sound-conditioned ceilings.

The lobby was completely redecorated in black and white marble. An employee dining room was built. The board room on the executive floor has a modern kitchen and the conference rooms of four other departments have attached pantries. The decor on each of Columbia's nine floors is of the most modern design, with wall colors, drapes, furniture, lighting fixtures and floor covering carefully planned to synchronize into a harmonious whole.

Two preview rooms were constructed, a 60-seater on the executive floor and a smaller room for Screen Gems. Plans are in the works to build an imposing preview theatre seating more than 100 on the top floor and penthouse.

An unforeseeable delay in the delivery of equipment has forestalled the installation of five high-speed autotronic elevators for a couple of months. Five new cars, needing no operators, will be equipped with electronic "thinking" equipment.

In keeping with the character of the neighborhood, the store level facing plush Fifth Avenue is tenanted by luxury retail establishments, including Mark Cross, Lederer de Paris, Ciro of Bond Street and Kastin Brothers. Radio Station WMGM occupies several floors of the structure and Serutan and National Concert Artists are among the organizations that maintain their headquarters in the building.

Visitors to the Columbia Pictures building will find the following setup: second floor, Screen Gems, story and title departments; third, dining room, service, purchasing, print and production departments, film editing rooms; fifth, medical, tabulating and personnel departments; sixth, Screen Gems; seventh, accounting department; eighth, Columbia International; ninth, advertising and publicity department and anti-trust division of legal department; 10th, sales and allied departments; 11th, executive offices, legal department, and preview theatre.

NFS Reelects Officers At Stockholder Meet

NEW YORK—National Film Service, Inc., unanimously reelected its present officers and board members at the combined board of directors-stockholders meeting held in Chicago last week.

James P. Clark will remain as president of the film handling organization while Chester M. Ross, executive vice-president; M. H. Brandon, vice president; treasurer and general manager Ira S. Stevens; and Clint Weyer, secretary, will also retain their posts.

Chosen again as directors were Meyer Adleman, L. D. V. Benton, M. H. Brandon, Clark, F. E. Jameson, Sr., Chester M. Ross, O. C. Trampe, and J. H. Vickers, Sr.

The two meetings were given complete reports on the recent activities of NFS, which included discussions of the J. Arthur Rank Organization signing for across-the-board physical handling. Also taken up was work in connection with Dominant Pictures and Artists Producers Associates, both of whom have nationwide contracts with NFS. In connection with the discussion of the Buena Vista front office and backroom contracts, representatives of the National Cash Register Co. demonstrated a Class 31 accounting machine for the meetings.

The consolidated film handling operation at New Haven, Conn., and the RKO takeover across the country were also reviewed during the discussions as was the entire physical handling program of NFS.

Industry Launches Charity Drive

NEW YORK—Responding to Federation of Jewish Philanthropies President Salim L. Lewis' plea for the motion picture industry to raise \$35,000 more than the \$214,000 given to Federation by the movie men last year, leaders attending the special industry Federation party at the Plaza Hotel last fortnight pledged \$94,000 to start their 1956-57 division campaign.

Charles B. Moss, president, B. S. Moss Corporation, and amusement division chairman, lauded the fine start. Five past chairmen of the division participated in the affair which successfully launched the industry campaign. They were Barney Balaban, Paramount; Adolph Schimel, U-I; Harry Brandt, Brandt Theatres; Emanuel Frisch, Rinzler and Frisch; and Malcolm Kingsberg.

Free Films For Refugees

NEW YORK—With news of the opening of Camp Kilmer, N. J., to house some 5,000 Hungarian refugees, Eric Johnston, president, Motion Picture Association of America, requested the cooperation of the 10 major motion picture distributing companies to provide free films at this camp.

Through the facilities of the Army and Air Force Motion Picture Service, all current films playing the regular military camp circuit will be made available.

Memphis Bans "Baby Doll"

MEMPHIS—Warners' "Baby Doll" last fortnight became the first film to be banned by the Memphis and Shelby County Board of Censors since the retirement of the late Lloyd T. Binford last Jan. 1. Mrs. B. F. Edwards, board member, said the film was "immoral."

Prepare

(Continued from page 6)

policies to allow sub-run houses to cash in on ad campaign benefits before they are dead; and unsuccessful attempts to arrange top level conferences.

Kalver also paid tribute to veteran Allied executive Colonel H. A. Cole, retiring from active industry participation following the convention.

Less Law, More Showmanship Urged By Allied's Rube Shor

CINCINNATI—Ruben Shor, head, National Allied, sounded a warning to "save the industry from the legalites who try to keep the pot boiling to make themselves essential.

"Let's stop the situation where you must have a lawyer to conduct your business before it's too late," said the Allied leader, urging, "Let's practice showmanship instead of law."

In commenting on the argument of company lawyers that a conference of presidents and exhibitor representatives would not be legal, Shor said, "No one else has found this sort of conference illegal, the Department of Justice, the Senate Small Business Committee, or any lawyers outside of the industry. Now it is not hard to understand the legal departments' reasoning in this matter, for if such a conference would be held they might themselves be relegated to the position to which they belong in this business. In fact many of them might themselves be looking for employment."

He added that "this is one of the many improvements that could come out of such a conference."

Shor continued, "Our business has been plagued with its problems for many years, and there has been many a futile attempt to try to correct them. It is my belief that this can never come to pass without putting the business back in businessmen's hands and keeping the lawyers out of it. Given an opportunity, any general sales manager, down to most branch managers, can make a business-like deal for his company to the mutual advantage of that company and the exhibitors involved. I am certain that by using good business intelligence, many millions of dollars would be saved without recourse to law."

Rock 'N' Roll Scores

PATERSON, N. J.—George Birkner, managing director, Fabian, had the top 10 recording artists of 1956, headed by Bill Doggett, appear in person on the stage of his theatre recently. There were two stage shows, one at seven and the other at 10. Included in the review were such outstanding headliners as Doggett and his quartet, "Little Richard," "Big Joe," Turner, the Moonglows, and the Five Keys. They were backed up by such stalwarts as Faye Adams, the Five Satins, the Robins, Tommy Brown, and Big Jay McNeely and his rock 'n' rhythm band.

The show was very well received to a sellout house.

October Dividends Up

WASHINGTON—The Commerce Department announced last fortnight that publicly reported cash dividends by film corporations totaled \$1,714,000 in October as against \$1,695,000 a year ago.

For the first 10 months of 1956, film company dividends payments dropped slightly from the same 1955 period.

"Less Speeches—More Fun" Keynotes Pioneer Fete

NEW YORK—"Less speeches—more fun" is to be the keynote at the forthcoming 18th annual dinner of the Motion Picture Pioneers to be held on Nov. 30 at the Waldorf-Astoria Hotel, according to Sol A. Schwartz, general chairman for the dinner.

In outlining his policy stressing entertainment, Schwartz revealed that there would be several innovations and a number of surprises in store for everyone attending this annual dinner. In addition to displays utilizing photographs of more than 350 veteran Pioneers, several gimmicks are planned which should make this affair one of the most outstanding ever conducted in Motion Picture Pioneer history.

This year's Pioneer affair will pay tribute to R. J. "Bob" O'Donnell, selected "Pioneer Of The Year" for his many active years of service to the business.

Crooks Joins Loew's Board

NEW YORK—Richard M. Crooks, partner in the stock exchange firm of Thomson and McKinnon, was named a director of Loew's, Inc., by the board of directors at its regular meeting last week.

He fills the vacancy resulting from the recent resignation of Paul Manheim and Charles J. Stewart last month. The other vacancy was filled with Joseph R. Vogel when he became president of the company succeeding Arthur M. Loew.

Charles C. Moskowitz, treasurer, Loew's, Inc., also reported at the board of directors meeting that earnings for the last fiscal year were estimated at approximately 90 cents per share, which compares with \$1.03 for the preceding year. The estimate on earnings for the first quarter of the new year was approximately 30 cents, against five for the same quarter of the prior year.

The board declared a quarterly dividend of 25 cents per share payable on Dec. 24 to stockholders of record on Dec. 6.

Jury Finds For Distribs In Tower Antitrust Suit

CHICAGO—A jury last week rendered a verdict for the defendants on a \$2,103,000 antitrust suit brought by the landlord of the Tower against the eight distributing companies and Balaban and Katz in the United States District Court.

The jury rejected the claim of the owners of the Tower, which had been leased and operated by Balaban and Katz on a percentage lease basis, for additional rentals on the ground that Balaban and Katz and the distributors conspired to play the Tower behind the Balaban and Katz Tivoli and the Picadilly, operated by Schoenstadt. The purport of the jury's verdict was that the treatment of the Tower was reasonable and not the result of conspiracy between the distributors and B and K.

Goldwurm Opposed To French Exchanges

NEW YORK—Jean Goldwurm, president of Times Film Corporation, last week declared his unequivocal opposition to establishment of an organization to operate exchanges in the United States for exclusive distribution of French motion pictures.

Goldwurm asserted that such a setup would be contrary to sound business principles and would undermine, not nurture, the American market for French films.

"The greatness of American business is based on free enterprise," Goldwurm said. "Outside subsidies, or governmental interference, would serve only to bring about a deterioration of the French film market in this country. . . . Certain distributors would have the French producers believe the proposed organization could handle first run engagements for a 10 per cent fee, and subsequent runs for 20 per cent, yet they themselves have been unable to work on this margin in the past. To operate on this basis a vast volume of quality pictures would be needed to blanket the market—and where would such product come from?"

As evidence of the lack of outstanding product, Goldwurm reminded that the Grand Prix of the Venice Film Festival was not awarded this year because no picture submitted was adjudged worthy of the prize.

Although the American public is becoming increasingly receptive to foreign pictures, this acceptance is only of the most outstanding product, Goldwurm stated, adding that it "would be suicidal" to attempt to force mediocre foreign films upon the moviegoers.

"It has been our experience that about 600 handpicked, key-run engagements represent some 80 per cent of the national potential for a foreign picture on the American market," the Times Film head said, "so I can't see where an expenditure of half a million dollars will increase that potential. Moreover, the cost of servicing necessary less important engagements would be so great that the ultimate result would not warrant such financing. I know, too, that this opinion is shared by other leading independent distributors with a more practical point of view."

As a further argument against the proposal, Goldwurm pointed to "the failure of one foreign government-sponsored organization, which spent a fortune trying to promote Italian pictures to the American mass audience."

Kastner Drive Begins

NEW YORK—A new Columbia International sales drive honoring the international company's president, Lacy W. Kastner, was announced last week. Called the "Lacy Kastner Leadership Drive," the campaign runs from Nov. 26, 1956, to May 25, 1957. The new competition will be judged on a newly-instituted point system which awards a specific number of points for specific categories.

Separate quotas will be set up for each territory as regards billings and number of playdates. Sub-branches which reach their quotas will also participate in the awards, it was announced.

N. Y. Censors Enforce "Dead Letter," Judge Says In Reversing Regents

ALBANY—Unanimously reversed by the Appellate Division for the second time in recent months, Regents planned an appeal to the Court of Appeals from the lower court's ruling that Board erred in holding "Garden Of Eden" obscene and therefore unlicensable. Appellate Division ordered a permit be granted to Excelsior Pictures Corporation.

Regents action would be taken through the Law Division of the State Education Department, Dr. Charles A. Brind, Jr., chief. Dr. Brind, veteran of many legal jousts over film censorship, said in commenting on Presiding Justice Sydney F. Foster's declaration that the statute was "a dead letter," that the Legislature had indicated a preference for saving it. He pointed out that lawmakers in 1955 approved the FitzPatrick-Bridges bill, closing loopholes opened through U.S. Supreme Court decisions in "The Miracle" and "La Ronde."

While Justice Foster cited reasons for believing the courts had "diluted or voided" the N. Y. state law "piecemeal," his four associates declined to strike down the censorship statute. They held "the objectionable aspects of the film do not reach a magnitude which, under the limitations with which the Supreme Court has covered over the power of a state to censor films, would warrant prior restraint. . . . In view of the decisions of the Court of Appeals in this area, a majority of the court are of the opinion that a decision striking down the entire statute as unconstitutional ought not to be entered by an intermediate appellate court."

Agreeing with his colleagues that the picture should be licensed, Justice Foster said the situation with respect to censorship of motion pictures "has reached such a stage that I think the constitutional issue is paramount."

"The Regents are struggling with the enforcement of a statute of doubtful validity that has been voided or diluted piecemeal by the courts so that practically no power remains," Justice Foster commented tersely.

Before U. S. Supreme Court overruled Regents in the Burstyn case ("The Miracle"), he continued, there had been decisions that the power of censorship rested with states, on the theory that "motion pictures were merely a species of entertainment spectacles and hence properly subject to censorship." All this, however, changed when the nation's highest tribunal "significantly held that motion pictures are a medium for the communication of ideas and therefore protected by the free speech and press guaranties of the Federal Constitution," Foster pointed out.

"I would go farther," Foster concluded, "and say that the state may not require its imprimatur by way of prior restraint as a condition for a license, but in any event since the New York state statute has already been voided piecemeal, I can see no useful purpose served by refraining from declaring it unconstitutional in toto."



Roger H. Lewis, center, United Artists national director of advertising, publicity, and exploitation, recently conferred with, from the left, Richard Condon, campaign coordinator; Joseph Gould, advertising manager; Alfred H. Tamarin, assistant national director of advertising, publicity, and exploitation; and Mort Nathanson, publicity manager, on the contest that will award \$2500 and a trip to Hollywood to the theatremen staging the best campaign for the Russ-Field production, "The King And Four Queens."

Smith Adds Rhode Island House

NEW YORK—Berk and Krumgold, theatrical real estate specialists, announced last week they had consummated a long term deal for the 1200-seat United, Wesley, R. I., to Smith Management Company, Boston, headed by Philip Smith.

The lessees contemplate an immediate complete rehabilitation of the theatre, including air conditioning, re-seating, new projection equipment, etc.

The New York Scene (Continued from page 6)

IT'S A DOLL OF A CAMPAIGN: Warners has really gone to work on the forthcoming "Baby Doll," and they've come up with a comprehensive advertising and publicity report on the film which is an advance aid preceding the pressbook. Contained are all the publicity breaks already in as well as those in the planning stage, and the folder is going out to leading exhibitors as well as the field force, etc.

In addition to the 33 typewritten pages listing the accomplishments of the past and the hopes for the future as well as concrete suggestions, there is a folder containing advertising proofs from the campaign that will be used to sell the film to the public. This type of pre-selling presentation promises to be a permanent service of Warners and will be prepared far in advance of the pressbooks on a long series of forthcoming releases.

THE METROPOLITAN SCENE: This Friday is PP Day, which roughly translated means Picture Pioneer Day at the Waldorf, when the boys who are the veterans of the business get together to cavort, trade gags, and be thoroughly entertained at the 18th annual dinner of the organization. Robert O'Donnell a Texan, will be honored as Pioneer of the Year. They've got some innovations planned for the entertainment portion of the evening. . . . Gabe Sumner, for the past six years publicist and exploiter for Paramount, has resigned from the company to open his own public relations office and will handle personalities as well as New York openings of independent films. He was with the Schine Circuit at one time. His future address is 200 West 57th Street. He's a good man and we wish him well. . . . Sal Mineo was in town to promote U-I's "Rock Pretty Baby." . . . RKO is setting special screenings of "The Brave One" for school editors. . . . Get your tickets pronto for the annual beeksteak party and get-together sponsored by the Allied Theatre Owners of New Jersey to be held in Passaic on the evening of Dec. 13. Sid Stern thinks it'll be the best yet. . . . Deborah Kerr is given the profile treatment in the current issue of Colliers, where she states, "I don't think anybody knew I could act until I put on a bathing suit." . . . The biggest typographical error on Broadway was corrected when sign painters changed the "O" to "A" in "Oklahoma" over the Mayfair. . . . Ralph Meeker was in town to plug RKO's "Run Of The Arrow." . . . Baron I has been replaced by Baron II at the Baronet. The newcomer is three feet tall, greets patrons, and squawks now and again. He replaces his predecessor who recently passed on at the age of 79. Oh, yes, Baron II is a macaw. . . . We extend condolences to Andy Gebstaedt, Republic advertising manager, on the loss of his mother last week.

UA "King" Contest Offers \$2,500 Prize

NEW YORK—United Artists will hold a King of Showmen contest awarding \$2500 in cash and an expenses-paid trip to Hollywood to the theatremen staging the best campaign for Russ-Field's Cinema-Scope production of "The King and Four Queens," it was announced last week by Roger H. Lewis, UA national director of advertising, publicity, and exploitation.

The prize is the biggest single cash award ever offered to showmen in connection with a local campaign contest. The King of Showmen competition is open to every theatre in the United States and Canada playing "The King And Four Queens" prior to June 1, 1957. Robert Waterfield and Jane Russell of Russ-Field, Clark Gable, and Roger Lewis will join with a panel of motion picture trade publication editors to select the King of Showmen.

The size of the theatre will not be a point of consideration in the judging. Neither the amount of money spent on the campaign nor the comparative box-office returns will be evaluated in the King of Showmen contest. Judging will be based solely on ingenuity, originality, practicability, coverage, and efficiency.

Each campaign submitted must cover at least five of the following categories: advertising, exploitation, promotion, publicity, TV-radio, retail cooperation, and civic activities. The work done in the various categories requires appropriate documentation by tearsheets, photographs and certification from participating television and radio stations. Application blanks and rules of the contest will be included in "The King And Four Queens" pressbook, available to exhibitors.



The kind of **GAY ADVENTURE**
every girl lives in her dreams!

Four shapely beauties in Glamorous Hollywood
with a career in their grasp...men on their
minds...and the excitement every woman wants!



KATHY
THE GIRL FROM
MAINSTREET U.S.A.
Had a mother
to guide her...
and a conscience
to hold her back!



VICKI
THE GIRL FROM
GAY PAREE
Walked out on
the one man
she couldn't
live without!



MARIA
THE GIRL FROM
ROMANTIC ROME
Men had made
her notorious...
money made them
interesting!



INA
THE GIRL FROM
OLD VIENNA
Locked a secret
in her heart...
only one man
had the key!

Four Girls in Town

IN **CINEMASCOPE** • TECHNICALOR[®]

starring

GEORGE NADER • JULIE ADAMS • MARIANNE COOK • ELSA MARTINELLI
GIA SCALA • SYDNEY CHAPLIN • GRANT WILLIAMS • JOHN GAVIN

Written and Directed by JACK SHER • Produced by AARON ROSENBERG • A UNIVERSAL-INTERNATIONAL PICTURE

Another Picture with that Universal Pre-sold Appeal!



RKO Sets 14 For First Half Of '57 At Total Budget Of \$33,000,000

HOLLYWOOD — Fourteen productions, representing a total expenditure of \$33,000,000, will be released by RKO Radio Pictures during the first six months of 1957, it was announced in Hollywood last week by Walter Branson, vice-president in charge of world-wide distribution, following conferences with Daniel T. O'Shea, president, and William Dozier, vice-president in charge of production, on future releases.

Red Skelton's Technicolor comedy, "Public Pigeon No. 1," co-starring Vivian Blaine and Janet Blair, heads off the parade for 1957, being scheduled for a Jan. 9 release. The remainder of the tentative release schedule includes "The Young Stranger," starring James MacArthur, Kim Hunter, and James Daly, Jan. 16; "I Married A Woman," starring George Gobel, Diana Dors, and Adolphe Menjou, Jan. 30; "That Night," Galahad Production starring John Beal, Augusta Dabney, and Shepperd Strudwick, Feb. 6; "Jet Pilot," starring John Wayne and Janet Leigh, Feb. 20; "Run Of The Arrow," Samuel Fuller production, starring Rod Steiger and Sarita Montiel, Feb. 27; two science fiction dramas, "The Cyclops," starring James Craig, Gloria Talbot, Lon Chaney, Jr., and Tom Drake, and "X The Unknown," March 13; "The Day They Gave Babies Away," starring Glynis Johns and Cameron Mitchell, March 27; "Tarzan And The Lost Safari," Sol Lesser production starring Gordon Scott, April 3; "The Lady And The Prowler," a John Farrow production starring Diana Dors, Rod Steiger, and Tom Tryon, April 17; "The Girl Most Likely," starring Jane Powell, Cliff Robertson, Keith Andes, Kaye Ballard, and Tommy Noonan, May 22; "The Violators," Galahad Production, starring Arthur O'Connell, June 12; and "Escapade In Japan," Arthur Lubin production, starring Teresa Wright and Cameron Mitchell, July 3.

RKO will release four more pictures during 1956, including "Bundle Of Joy," Edmund Grainger musical starring Eddie Fisher and Debbie Reynolds; "The Silken Affair," starring David Niven and Genevieve Page; "Man In The Vault," starring William Campbell, Anita Ekberg, and Karen Sharpe; and "Guilty."

AA Gross Up, Net Down

HOLLYWOOD—Steve Broidy Allied Artists president, announced at the company's annual stockholders meeting recently that operations for the first quarter of the fiscal year ending Sept. 29 resulted in a net loss, after federal taxes, of \$47,000. This compares with a net profit of \$117,000 for the quarter which ended Oct. 1 the year before.

Gross income for the quarter ended Sept. 29, 1956 was \$4,552,000, which compares with \$3,705,000 in the corresponding quarter of the previous year, showing a 23 per cent increase.

Directors declared a quarterly dividend of 13¾ cents per share on the company's 5½ per cent cumulative convertible preferred, payable Dec. 15 to holders of record on Dec. 3.

President Names Larson To Chief USIA Position

WASHINGTON—Theodore C. Streibert, director, United States Information Agency, formally resigned from this post last fortnight.

Previously president of WOR radio and chairman of the board of the Mutual Broadcasting System, Streibert, who has held the USIA post since the summer of 1953, will return to private life.

Subject to ratification by the Senate, Undersecretary of Labor Arthur Larson, was named to the USIA post by President Eisenhower.

Warners' Golob Dies

NEW YORK—Larry Golob, 52, Warners national publicity director, died at his home Sunday (Nov. 25).

Golob was a company veteran, having joined First National Films at the age of 19. When that firm merged with Warners, he joined the latter company and served over the past 28 years as, successively, director of fan magazine publicity, director of field exploitation, eastern publicity director, and national publicity director.

Surviving are his wife and mother, both of New York, and a sister in Washington, D. C.

DuMont Meeting Delayed

NEW YORK—Bernard Goodwin, president, DuMont Broadcasting Company, announced last fortnight that the first annual stockholders meeting of the company had been rescheduled from this fall to May 13, 1957.

Bakersfield, Cal., Kills Tax

HOLLYWOOD—Voters in Bakersfield, Cal., last fortnight by a three to one margin favored the repeal of the municipal amusement tax, now expected to take place Jan. 1.

Screen Actors Guild Recommends Payment Plan For Films On Video

HOLLYWOOD—The annual meeting of the Screen Actors Guild was held last fortnight at the Academy Awards Theatre. SAG executive director John L. Dales told the members that all actors engaged to appear in theatrical motion pictures will sign two contracts, one covering payment for that appearance and another covering payment to be made to them when the picture is shown on television, if a recommendation made to the Association of Motion Picture Producers by the guild is accepted.

Said Dales, "Today it can be assumed that every theatrical feature eventually will end up on television. They have created competition for themselves, and, therefore, we, too, are forced into competing with ourselves."

Goldenson Hails Films With Teenage Appeal

NEW YORK—Business in theatres of the nation is showing fine improvement and will continue to show an improvement if the producers of pictures continue to slant a good part of their product to the younger element of the population, according to Leonard H. Goldenson, president, American Broadcasting-Paramount Theatres, Inc., who has long urged "new faces" for inclusion in films.

The across-the-country wonderful grosses being tabulated by "Teenage Rebel," "Giant," "Bus Stop," "The Girl He Left Behind," and "The Eddy Duchin Story" can be projected into similar business to be enjoyed by "Love Me Tender," "Friendly Persuasion," "Pride And The Passion," and "Boy On A Dolphin," in the opinion of Goldenson.

The AB-PT chief feels that those pictures, in particular, among others, with their young stars—James Dean, Carroll Baker, Rock Hudson, Anthony Perkins, Elvis Presley, Don Murray, Tab Hunter, Natalie Wood, Kim Novak, and Sophia Loren—provide the teenagers of the nation with personalities with whom they have a natural affinity.

"The film makers are to be congratulated for taking cognizance of the need of the exhibitor for pictures and players with definite appeal to the young adults," continued Goldenson. "Those people in their teens and twenties have an innate need for stories in which they can visualize themselves and for players with whom they can 'associate' and admire as 'buddies.' I am confident," states Goldenson, "that with pictures designed for and with young people in prominent roles, interloped with product of greater stature, we can appreciably add to the boxoffice grosses of our theatres."

Levy Firm Formed

NEW YORK—Raymond Levy, a former vice-president of Quigley Publishing Company, recently announced the establishing of an office at 35 W. 53rd Street where he will serve as a consultant to producers and distributors, specializing in plans to increase attendance at film theatres.

NOW FOR THE FIRST TIME FROM



**SEE HOLLYWOOD SNEAK
PREVIEW AUDIENCE
REACTIONS THROUGH
ON-THE-SPOT
FILM COVERAGE!**

**WE WANTED YOU TO SEE AND HEAR
FOR YOURSELF THE ENTHUSIASM OF
YOUNGSTERS AND ADULTS ALIKE**



for...

**ROCK,
PRETTY BABY**

**ASK YOUR U-I BRANCH MANAGER TO SCREEN
THIS SPECIAL FILM!** (Taken at the sneak preview, Encino Theatre, California, November 9th).

**P.S. ASK, TOO, WHEN "ROCK, PRETTY BABY"
WILL BE SNEAK-PREVIEWED IN YOUR EXCHANGE CITY!**



The International Scene

Canada

Small House Closings Seen By Fitzgibbons

TORONTO—What of the future of the motion picture industry in Canada? John J. Fitzgibbons, president and managing director, Famous Players Canadian Corporation, Ltd., predicted for the Windsor Daily Star that more than half of the company's theatres would be closed within a decade.

"We're resigned to the fact that all but our largest movie houses are going out of business because of television. So we're going to get in on TV in a big way."

Fitzgibbons said the company was attempting to establish Telemeter in Canada, "offering movies shortly after they have been seen in local theatres. We're moving our theatres right into a man's home—no ticket taker, no posters, no big screens—just a few coins in the TV set."

A happy note: "Business has never been better for the bigger theatres. Kids pluck down a dollar for a movie the way they used to put in a quarter. And for really big pictures, such as several we now have coming up, you still get the crowds."

"The ordinary movie? Sometimes you could fire off a cannon in a theatre with so few people in it, nobody would get hit."

There is another side to the television picture in Canada. Famous Players, a subsidiary of Paramount Pictures may be limited by the government as to the number of TV stations that it can control. The question then arises, so aptly put by Hye Bossin, student and authority of the film industry in Canada, "Who'll have the TV stations that will get the show business that movie houses will lose?"

A. D. Dunton, chairman of the CBC, has indicated the direction. He said there was little objection to newspaper ownership of broadcasting outlets, although the government agency didn't care for multiple ownership by private interests. Apparently, radio and TV are regarded as a natural extension of the business of publishing news, and of entertainment, at least in Canada.

What's show business' stake in TV in Canada? Famous Players is a half-partner in the Kitchener and Quebec City stations. RKO has 30 per cent of the Windsor station.

Of Canada's present 37 TV transmitters, nine are owned wholly or in partnership by interests with newspaper publishing affiliations. When the CBC-owned eight TV stations are deducted from the 37, it leaves the newspaper publishers with some say in the control of 30 per cent of the 28 private stations.

Canadian Comment

Importance of the confection dollar in Canada has been stressed in many theatre balance sheets. Much of the sweet news has been supplied by bright, new ideas for increasing business at the candy counters. These have developed from contests among theatre managers by Canadian



Seen at the recent Warners Latin American sales meeting in Havana, Cuba, were, left to right, Peter Colli, Caribbean division manager; John J. Glynn, vice-president, Warner International; Ary Lima, Atlantic Division manager; Wolfe Cohen, president, Warner International; and Armando Trucios, Pacific division manager.

theatre circuits. So good have these ideas been that many have been picked up regularly for U.S. use. It is estimated that the national gross for theatre refreshments in Canada should run to about \$35,000,000 in 1956, compared with the \$30,000,000-or-so of last year. This would be roughly about 35 per cent in relation to the grand boxoffice figure of around \$100,000,000. The related figure in the U.S. is around 40 per cent, but it must be remembered that the sale of refreshments in Canadian theatres is about a decade old, whereas in the U.S. that has been an important part of the business for three times as long. Candy grosses are down, but those of hot dogs, ice cream, popcorn, and drinks are up, the managers pushing the latter four because of the greater profit margin.

CINE CHATTER: Lorne Moore, manager, Odeon, North Bay, was selected as winner of a \$50 prize for the best campaign on "Trapeze." . . . Alice Fairweather, well-known industry figure in the Maritime, died in Saint John, N.B., after a lengthy illness. She was 76. For many years she was secretary of the New Brunswick board of censors. . . . Managerial changes in Famous Players' District "B" houses were announced by Dan Krendel. The changes followed resignations of Hammy Bower from the Capitol, Sarnia, and Norman Gray, Algoma, Sault Ste. Marie. Herb Chappell moves from the Palace, Guelph, to the Capitol, Sarnia. Murray Summerville, formerly assistant to Bill Trudell, Capitol, London, becomes manager of the Sault Ste. Marie house. Lloyd Taylor, formerly associated with Famous Ontario drive-in operations, takes over management of the Palace, Guelph. . . . Other managerial changes were noted in Port Arthur. James Fustey, former manager, Inter-City Drive-In, Port Arthur, was named manager, Orpheum, Moose Jaw, replacing Ralph Crawford, following the resignation of Ed Dulko. . . . Well-known in Winnipeg, where he was chief projectionist of the Main Street Pool Theatres, Samuel Katz, 62, died in Vancouver following a heart attack while

Titanus, 20th-Fox Set Five Picture Pact

NEW YORK—As Dr. Goffredo Lombardo, president, Titanus Films, of Italy, returned to Rome last fortnight it was announced that a five picture deal between his company and 20th Century-Fox had been made.

Intended primarily for the European market, the films will be made by Titanus during the next two years with the two companies sharing in the financing. Two of the films will be distributed by 20th-Fox worldwide, including Italy. The others will be distributed by 20th-Fox worldwide, except in Italy, where they will be released by Titanus.

It was further revealed that Titanus had purchased Italian distribution rights to some five or six American pictures, with several major companies said to have been involved in this transaction.

Franco De Simone, Titanus' general manager, and Lee N. Steiner, the company's U.S. representative, left for the west coast.

Wiener Succeeds Sardou

PARIS—President Lacy W. Kastner of Columbia International Corporation recently announced that Jack Wiener had replaced Roger Sardou, who resigned as publicity manager for Continental Europe and the Middle East.

Wiener has held various industry positions in the United States, including four years in charge of exploitation for MGM in several southern states. As to Sardou's resignation, Kastner said: "This departure, which we sincerely regret, was motivated solely by personal reasons. Roger Sardou wishes to devote himself in association with Felix Vitry of 'Societe Internationale de Publicite Artistique' (SIPA), to publicizing European films while in production."

20th-Fox Sets Billings Marks

NEW YORK—The greatest amount of billings in any single week in the history of 20th-Fox's International and Inter-America Organizations was achieved the week of Nov. 11 to 17 which was dedicated to Emanuel D. Silverstone, vice-president and general sales manager.

on a leave of absence. . . . Italiafilm (Canadian) Ltd. has been incorporated in Ontario with an authorized capital of \$40,000 to "carry on the general business of theatrical agents." . . . New manager of Odeon's Plaza, Victoria, is Steve Allen, who succeeded Jack Armstrong, now managing the Odeon. . . . Teenage vandalism is a bad problem for the Cobalt, Ontario, theatre. . . . Louis Rosenfeld, general manager, Columbia Pictures of Canada, Ltd., announced the adoption of "Hey, Rube!" as the name of a sales drive honoring Rube Jackter, the company's assistant general sales manager. The drive, which will have two 13-week sections, will start in Canada on Jan. 2 and run to June 27. . . . Bill Winterton, veteran Saskatoon theatreman, has retired as manager of Famous Players' Capitol. His successor is Reg Plumb, who was manager, Daylight, Douglas Winterton was named manager, Daylight.

—HARRY ALLEN, JR.

20th's **Four Stars For A** Joyous Christmas!



One of the most important dramatic presentations ever!

ANASTASIA

COLOR by DE LUXE

CINEMASCOPE

starring

INGRID BERGMAN

YUL BRYNNER

HELEN HAYES

The world's outstanding attraction at popular prices!

RODGERS & HAMMERSTEIN'S OKLAHOMA!

Color by TECHNICOLOR

CINEMASCOPE

Heavenly holiday happiness!
Entertainment for everybody!

THE GIRL CAN'T HELP IT

COLOR by DE LUXE

CINEMASCOPE

starring

TOM EWELL

JAYNE MANSFIELD

EDMOND O'BRIEN

The nation's sensation!
The hottest name in show business!

LOVE ME TENDER

CINEMASCOPE

starring

RICHARD EGAN

DEBRA PAGET

and introducing

ELVIS PRESLEY

Nothing like it before...in 20th's entire history!

SHOWMANSHIP SWEEPSTAKES

1955-56 SERIES Finalists In Contest No. 74

George Nonamaker
Editor

Many Sided Co-op Campaign Wins \$100 Sweeps For "Good Neighbor"

PHILADELPHIA—Another of our Canadian neighbors, J. McDonough, Capitol, Halifax, Nova Scotia, emerges as winner of SHOWMANSHIP SWEEPSTAKES Contest 73 this week. In the eyes of the judges, he won for outlining how he increased business for both his theatre and the downtown merchants of his city by joining with them in a successful co-operative campaign that hit prospective customers and patrons from practically all sides.

WINNING ENTRY MERCHANTS' ASSOCIATION TIE-UP

Submitted by J. McDonough
Capitol, Halifax, Nova Scotia
1980 seats • 85 cents tops admission
General patronage.

For our engagement of "Moby Dick" we were successful in tying in with the Downtown Merchants' Association through the local Board of Trade in a campaign to attract more shoppers and movie-goers to the downtown area, to offset the attraction of new shopping centers, etc.

The plans for an all out promotion were approved by the Association, with the "Moby Dick" attraction used as the focal point of the campaign. The results paid off handsomely, both for the theatre and merchants, and it paved the way for further cooperative schemes we have planned for the future.

The theatre offered the merchants' association the privilege of lobby displays of their merchandise during the showing of the picture, and 15 displays we used drew a tremendous amount of interest. Merchants paid all costs in this connection.

The theatre also ran short announcement trailers selling the "Shop Downtown For Value, Entertainment, etc.," also stressing the "Free Parking" available at no charge for shoppers. The merchants thought this was most helpful to them, and we worded the trailers so that they can be used for future campaigns.

The merchants, in turn, cooperated by 24 stores giving us window displays of stills from the film; and, in addition, all carried window streamers reading: "When your shopping is finished, relax and enjoy a fine movie, 'Moby Dick' at the Capitol, etc." One hundred of these streamers were used. The principal department store, Eatons, gave us an unprecedented front

window display selling the book and other merchandise displayed with a "maritime" atmosphere.

The merchants as a group purchased display space next to our opening day theatre advertisement, recommending the picture. This was the first time such a thing has ever happened in Halifax. Seven other merchant display ads carried tie-in copy for "Moby Dick" in their regular newspaper ads; and a "Whale Of A Sale" tie-in ad with a jeweler gave us full page spreads in both the Morning Herald and Evening Mail Star.

A tie-in with Woods Department Store resulted in their purchasing 150 tickets as a "sale" giveaway and this was plugged effectively in their display ads.

Through the Association, we were able to get a seven column newspaper spread, including two large scene cuts of the lobby displays, photo of committee members, etc., from a "tough" newspaper. This was also unprecedented.

Four of the merchants who carry daily radio programs tied in all of their spots with "Shop Downtown," etc., mentioning the picture, display, etc. We estimate we received over 50 mentions from them.

The two large hotels permitted us to place cards near their registration desks, selling the "Shop Downtown" theme. Similar cards were used in five large restaurants.

The tourist publication, "Day By Day" picked up the story and gave us a picture and play date mention gratis.

The theatre front was decorated by local Naval authorities, with Naval flags, etc., and special large displays were mounted on both sides of the boxoffice.

RUNNER-UP NUMBER 1 BABY CONTEST

Submitted by Carl Rogers
Loew's, Dayton, Ohio
2200 seats

50 cents top admission for special show
General city patronage.

This contest, sponsored by at least 15 cooperating businesses, radio station WING and the theatre had over \$2,000 in prizes and attracted 1,115 entries.

The main purpose of the contest, of course, was to promote a special Saturday morning show. This special show was the highlight of the contest. The prizes were awarded to the winners, and the presentation was made from our stage by two of

the nationally famous McGuire Sisters, who were judges for the contest. We were fortunate that two of the girls returned to their hometown for a visit just in time for the special show, which attracted many of the mothers of the entrants, and which equalled a day's receipts.

There was no cost to enter the contest. Photos that were taken by the co-sponsoring studio automatically entered the photos in the contest. There was positively no high pressure used in any way to sell photos to the entrants by the photo studio.

The cost to the theatre was approximately \$50. The photo studio paid for all the newspaper ads, printing of entry blanks, etc., and the co-sponsoring radio station air time was gratis.

For four weeks we ran a trailer on our screen announcing the contest, rules, etc. A 40x60 in the lobby announced the contest and gave credit to merchants who donated the prizes. Merchandise was promoted including everything from a television set to diapers. Borden's Dairy and the theatre distributed 25,000 entry blanks. The photo studio used 11 Sunday ads; and ads also ran in local shopping news and the suburban paper, paid for by Radio Station WING. News and photo coverage was granted the contest by two newspapers.

All photos were displayed in the theatre lobby over a period of six weeks. Exactly 1,115 entries were received, and the photos covered both sides of the lobby walls.

The radio station, a co-sponsor, plugged the contest for four weeks. Due to the importance of the nationally famous McGuire Sisters, two other local radio stations, WHIO and WONE, newscasters and disc jockeys announced that they would appear on our stage to present prizes to the winners. All of the winning entrants appeared on a 15-minute WING program broadcast direct from our stage during the presentation.

An imprinted postal card was mailed to all parents of the contest announcing the date of the special show in which the winners would be announced. Radio WING daily distributes 2,000 news flashes bulletins on tables of better restaurants, hotel dining rooms, etc. A note on the bottom of these news flashes plugged the special show and baby contest.

RUNNER-UP NUMBER 2 CO-OP KIDS SHOWS

Submitted by Ed Farmer
Ayers, Corpus Christi, Texas
900 seats • 70 cents top admission
General neighborhood patronage.

We opened our recent series of kiddie shows with a bang—literally—two halloon bursting parties with 12 merchants giving away discount tickets and with every kid attending winning a prize worth more than the admission price.

Each merchant paid \$10 per show giving us \$120 a show to start. The merchants were given screen and lobby advertising; and were furnished with tickets to give away free. This allowed the kids to come in for 10 cents, instead of the regular admission price of 20 cents.

Each child was given a balloon when entering. When the balloon busted, inside they found a coupon calling for a prize. The large prizes were furnished by the merchants and consisted of toys, dolls, wagons, tricycles, inflated toys, flashlights, etc., and coupons good for two

Exploitation
with a Flair
from

Bel-Air

Aubrey Schenck

Howard W. Koch

A profit making line-up

for the 1956-57 season...

Programmed with action,

Drama, adventure!

now in release

"HOT CARS"

starring John Bromfield • Joi Lansing
Mark Daná

"REBEL IN TOWN"

starring John Payne • Ruth Roman
J. Carrol Naish • Ben Cooper • John Smith

"THE BLACK SLEEP"

starring Basil Rathbone • Akim Tamiroff • Lon Chaney
John Carradine • Bela Lugosi

now in production

"GAMBLING MAN"

starring Dane Clark • Ben Cooper
Lori Nelson • Ellen Drew

"JUNGLE HEAT"

starring Lex Barker • Mari Blanchard

"PHARAOH'S CURSE"

starring Mark Dana • Ziva Shapir • Diane Brewster

"REVOLT AT FORT LARAMIE"

in Color by DeLuxe
starring John Dehner • Gregg Palmer • Frances Helm
Don Gordon

"THE GIRL IN BLACK STOCKINGS"

starring Lex Barker • Anne Bancroft • Mamie Van Doren
Ron Randell • Marie Windsor • John Dehner

"TOMAHAWK TRAIL"

starring Chuck Connors • John Smith • Susan Cummings
Lisa Montell

"VOODOO ISLAND"

starring Boris Karloff

"WAR DRUMS"

in Color by DeLuxe
starring Lex Barker • Joan Taylor • Ben Johnson

THRU

IIA

rides at Kiddieville, an amusement park behind the theatre. These made up a big majority of the prizes. Ten silver dollars, which came out of the \$120 paid by the merchants, were given away at each show.

Our purpose of the promotion on the first two shows, of course, was to get them off to a good start and get the kids interested in the serial. This was accomplished as we played to a full house each time. On the third week there was such a clamor for the discount tickets, balloons and prizes that the merchants asked us to continue the stunt. This we were glad to do as it practically guarantees us a full house and an extra show each week. We run the kid shows at 9:45 A.M.

On the continuing deal, the merchants run a newspaper ad telling mothers to leave the kids at the theatre while they shop. They also have window cards calling attention to the kid shows for which they are giving away tickets.

We found that a rather unusual cheap-paper herald three inches wide by 18 inches long, printed on one side, in various colors such as orange, green, yellow, etc., really got plenty of attention.

Screen fare at the special shows consisted of an hour of cartoons, a chapter of a serial, and a "surprise" feature, usually a western. We purposely never advertised the title or cast of the feature film, since we figured, correctly, we think, that we could attract more kids on a surprise angle. Judging from the ohs, and ahs that greeted the various features when they hit the screen, they liked being surprised.

While \$100.00-per-week will be awarded each and every week throughout the year by the SHOWMANSHIP SWEEPSTAKES editors, certain film distributors from time to time will post additional DISTRIBUTOR CASH PRIZES of \$250.00 to \$1,000.00, in order to focus attention on a particular picture.

Such DISTRIBUTOR CASH PRIZES must be posted for a period of 26 weekly issues, and if not won will be withdrawn. To qualify for a DISTRIBUTOR CASH PRIZE, a promotional stunt or campaign, in which the particular picture is the center of interest, must win a MOTION PICTURE EXHIBITOR \$100.00 weekly prize. This will give it "a leg" on the larger prize. At the end of the 26-week period, should more than one entry have such "a leg" on the same DISTRIBUTOR CASH PRIZE, they will be re-submitted to the circuit executive judges for special judging of the one best. This one best will then receive the entire DISTRIBUTOR CASH PRIZE; or, should a tie develop it will be shared.

**DISTRIBUTOR CASH PRIZE NOW
IN EFFECT . . . is as follows:**

COLUMBIA PICTURES

\$500.00 on —

"Earth vs. The Flying Saucers"

(This Prize Expires December 5, 1956)

RUNNER-UP NUMBER 3

"EARTH VS. THE FLYING SAUCERS"

Submitted by Sheldon Kliman
Riviera, Hastings, Minn.

632 seats • 50 cents top admission
General patronage.

The local newspaper editor said to me the other day that he read in the papers and journals that the movie business was down, yet he walks past this theatre certain nights of the week and sees lineups at the boxoffice. Then, he went on to ask if this town was a better show town than others.

What makes a town a good show town? The answer has always been a constant push of the product with proper exploitation. A message from the local Women's Club or Greater Hastings Association saying "Earth Vs. The Flying Saucers" is coming to the Riviera Theatre might not get people excited, but a teaser ad a week before playdate will get attention. This was worded: "Warning, Flying Saucers are coming to Hastings soon!"

But it takes more than just a teaser ad to get folks so worked up they can't wait for the boxoffice to open. We plastered this town and surrounding territory with window cards. To be good and sure we didn't miss any good posting spots, we went 10 miles in all directions from Hastings.

Heralds that do not have excess wording, yet are interesting at first glance, are always good to use. So we had several thousand featuring the combination, "Earth Vs. The Flying Saucers" and "The Werewolf" made up and distributed in the business district and in cars around factories. Then we had boys handing them out to shoppers in our business area; and they were given out at the theatre. For copy we used a mat from the pressbook. The heralds, printed black on coated white stock, measured seven inches wide by 10½ inches long.

As this picture is "hot stuff" for teenagers, I asked their popular ice cream shop to feature a special "Flying Saucer" sundae. This concoction went over so big, they are going to keep it featured on their menu. The shop operators had a huge sign covering one wall used to exploit this sundae and plugs for the film.

In our newspaper ads we used the line, "It's so exciting a nurse will be in the lobby nightly." We also attracted plenty of attention to "Saucers" by planting some of the very good scene mats showing "invaders from the sky" in the local newspaper.

Also, in small towns particularly, the reader who doesn't look for theatre ads, may often be attracted by classified ads. We used this medium on this film with copy reading: "Drive carefully. Watch out for Flying Saucers. See 'Earth Vs. Flying Saucers' Friday-Saturday. Riviera Theatre."

Several patrons remarked to me as they entered the theatre that as they drove down they were watching out for flying saucers; but didn't see any.

We used an unusual lobby display, one that aroused quite a bit of excitement. It had the following wording: "Warning. You'll See 'Earth Vs. Flying Saucers' and 'The Werewolf' at your own risk. A nurse

will be in the lobby each night. Not for the weak hearted." Below this was a camp cot with a sheet and pillow. Also a jar of blood plasma. Scattered on top of the cot were stills from the picture.

RUNNER-UP NUMBER 4

"TRAPEZE"

Submitted by Lee Froser
Bloomfield, Birmingham, Mich.

975 seats • 80 cents top admission
General patronage.

We toned down the circus ballyhoo as a selling factor on this; and put our emphasis on the fact that it was a great story with a great cast; and then brought into focus the circus background with the traditional circus props and band music. And then, with the booking in of a special Walt Disney children's show Saturday following opening, which was announced nightly over the public address system to adult audiences with the fact stressed that "Trapeze" would not be shown at the children's matinee—gave emphasis to the fact that this was adult entertainment. In turn it gave children planning to see it a chance to arrange attendance at Sunday matinee or with parents at early evening showings. This worked out very well as we had a very near capacity children's matinee attendance at the Saturday show and on Sunday we enjoyed an above average percentage of children's attendance, as well as during the week.

Naturally we had a nifty lobby display 10 days in advance. This was in the nature of a sandwich board set up and on which "Trapeze" was displayed exclusively with several interesting cutouts from the press book accompanied by several stills. In opposite corner across lobby, we had a standee piece in a lighted frame and over the entrance to the inner lobby a 24-sheet was prominently displayed. In the inner lobby, five eight by four feet hinged display panels were set up in semi-circle on which were posted raised letters spelling out stars' names and picture credits. From top of center display panel two braces were extended out on which hung a trapeze and at the bottom of trapeze bar glitter letters were attached spelling out "T-R-A-P-E-Z-E." This was roped off and spotlighted.

One week prior to opening a life size "Trapeze" art piece with three stars was rigged up over the stage and at intermission tunes from the sound track album of the picture were played and then we would open the curtains and spotlight the swinging trapeze, which appeared quite realistic. This art piece was transferred on opening night to the top of the marquee.

Our big tieup on "Trapeze" was with a local Ford dealer. He gave two free tickets to our theatre to see the film with every new car appraisal. This resulted in large co-op ads; a co-op lobby display; etc. The dealer paid full price at the boxoffice for all tickets turned in that he gave out, and reported he was well satisfied with customer response.

Contestants are urged to watch carefully expiration dates of the offers from the film companies on SHOWMANSHIP SWEEPSTAKES awards.

Zoning Fight Blocks Drive-In Construction

ALBANY—Two developments came almost simultaneously on the area drive-in front. In one, Klein Theatres, Inc., proceeded before former Supreme Court Justice Christopher J. Heffernan, acting as a referee, to trial without a jury in its action for a new automobiler in Town of Bethlehem.

In the other, a residents committee for zoning in the town of New Scotland, N. Y., was formed to block construction of a 700-car theatre in that area by Robert C. Conahan, Slingerlands, N. Y. Conahan said work was to start immediately and would be completed for an April opening.

Klein Theatres sought a declaratory injunction permitting corporation to proceed with construction of a drive-in. It also sought a permanent injunction to prevent the town from enforcing a zoning ordinance. Corporation claimed it owns the property and has a "vested right" in it. Enforcement of the ordinance would cause Klein Theatres a financial loss, and if it were to proceed with construction, corporation would be subject to arrest for a misdemeanor, it said.

Albany

Harold I. Tyler, for years operator, Delphia, Chittenango, N. Y., was reelected to State Assembly for the third consecutive term. He ran on the Republican ticket in Oneida County. . . . The more youthful Raphael Klein, who with a brother, Morris, operates the Mountain Drive-In, Hunter, N. Y., and Hi-Way Drive-In, Coxsackie, N. Y., went down to defeat in his first try for public office as Democratic candidate for Assembly in the predominantly Republican county of Greene.

Atlanta

Tom Lucy, Exhibitors Service Company, will do the buying and booking for the Belmont Hills, Smyrna, Ga. . . . Mrs. Marlene Mendel, Buena Vista secretary, resigned. . . . John Harrell and Charles Karr, Martin Theatres booking office, returned from a circuit meeting in Columbus, Ga. . . . Lorraine Jackson, manager, Victoria, New Smyrna Beach, Fla., has been transferred to Orlando, Fla. She will be replaced by George Frank. . . . Larry King was appointed manager, Princess, Mt. Dora, Fla., replacing John L. Dunn. . . . The City Commission of Aniston, Ala., cut its admissions tax to five per cent for motion picture theatres. The former 10 per cent rate continues on sports attractions and visiting shows. . . . B. J. Henn reopened the Henn, which was closed for six weeks and remodeled. Charles Iverter has been appointed manager. . . . W. P. Florence, Magnolia, Ark., has opened the Paula, Homer, La., and has been promised civic cooperation. . . . John Miller, Manchester Drive-In, Jasper, Ala., and Dixie, Cordova, Ala., is recuperating after surgery. . . . Vivian Williams, daughter of Matt Williams, Interstate Theatres, was married to Reverend Jim Spencer, Thomasville, Ga. . . . Paul Mote, RKO booker, resigned to take a position with Chevrolet. . . . The Sycamore, Sycamore, Ala., was reopened by the American Legion. . . . Claude Bedford closed his Star, Roanoke, Ala. . . . Astor Pictures has changed its name to Capitol Film Company with W. H. Richardson as president of the new firm. . . . Two of Birmingham, Ala.'s best known theatre managers will be promoted by Wilby-Kincey on January 1. Norris Hadaway, manager, Alabama, will become district manager in charge of 30 W-K theatres in Alabama, Georgia, and Tennessee with headquarters in Atlanta; and William Coury, manager, Ritz, will become city manager of W-K theatres in Columbus, Ga. Mac Russell, now in

NEWS OF THE TERRITORIES . . .



Louis Krasnow, Astor, Boston, recently sent these lovely girls through the streets and on the subways to bally Columbia's "The Solid Gold Cadillac." When the girls were asked, they answered, "Go to the Astor and find out."

more, Sycamore, Ala., was reopened by the American Legion. . . . Claude Bedford closed his Star, Roanoke, Ala. . . . Astor Pictures has changed its name to Capitol Film Company with W. H. Richardson as president of the new firm. . . . Two of Birmingham, Ala.'s best known theatre managers will be promoted by Wilby-Kincey on January 1. Norris Hadaway, manager, Alabama, will become district manager in charge of 30 W-K theatres in Alabama, Georgia, and Tennessee with headquarters in Atlanta; and William Coury, manager, Ritz, will become city manager of W-K theatres in Columbus, Ga. Mac Russell, now in

Boston Post Demise Spurs Ad Rate Hike

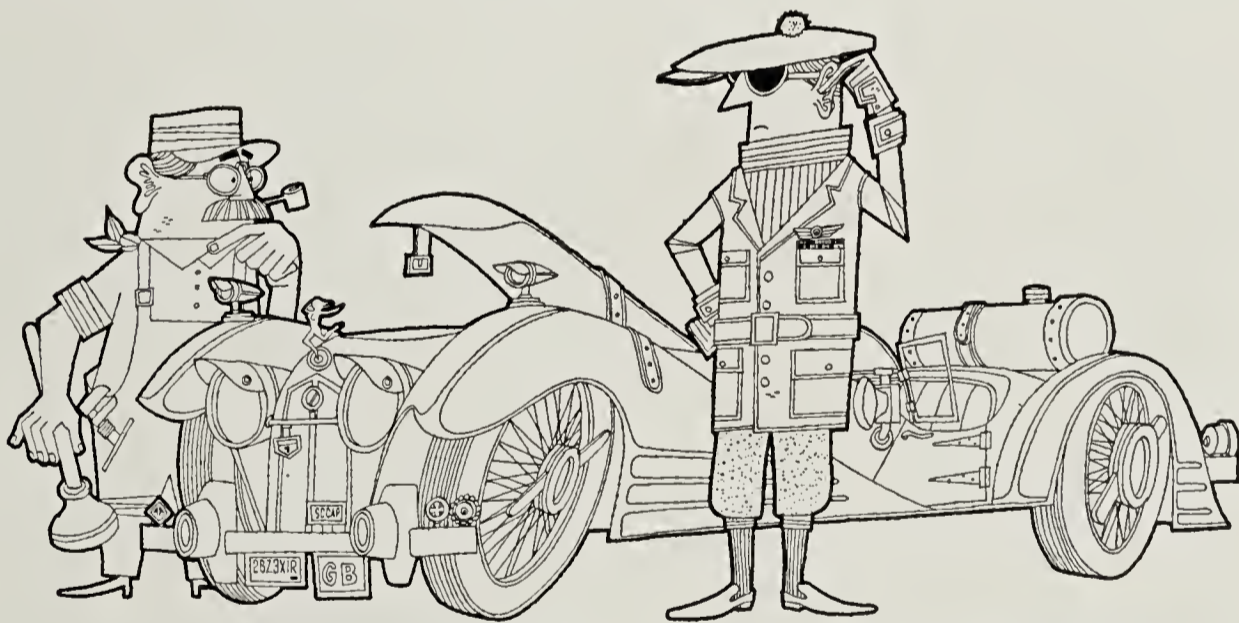
BOSTON—With the demise of the Boston Post, the other newspapers in town have announced their intentions of raising their advertising rates for theatres and department stores, etc.

The first to notify their advertisers is the Boston Globe, a morning and evening paper, signifying that on Jan. 1 the ad rates will be raised 10 cents a line. The other papers, the Herald-Traveler, the Hearst papers, and the Christian Science Monitor are required to give 60 days' notice before the raise can be put in effect.

Although the morning papers are claiming that each one has taken over 75,000 copies of the defunct Post, theatres maintain that there is a "lost circulation" of about 70,000 readers that are unaccounted for since the Post went out of business, not picked up by the other three morning papers.

No one seems to know what happened to those readers but it is estimated that they are using their own local suburban papers instead of a metropolitan morning sheet.

Athens, Ga., becomes manager of the Alabama and the manager of the Ritz will be announced at a later date. Emil Bernstecker has resigned as district manager.



YOU WOULDN'T LET A PLUMBER TINKER WITH YOUR CAR!

Your car plays a vital part in the life of you and your family. You wouldn't dream of letting a plumber tinker with it.

So, too, your sound equipment is the most important property in your theatre.

It deserves the expert technical attention only ALTEC can give it. 6,000 satisfied ALTEC SERVICE customers have learned this.

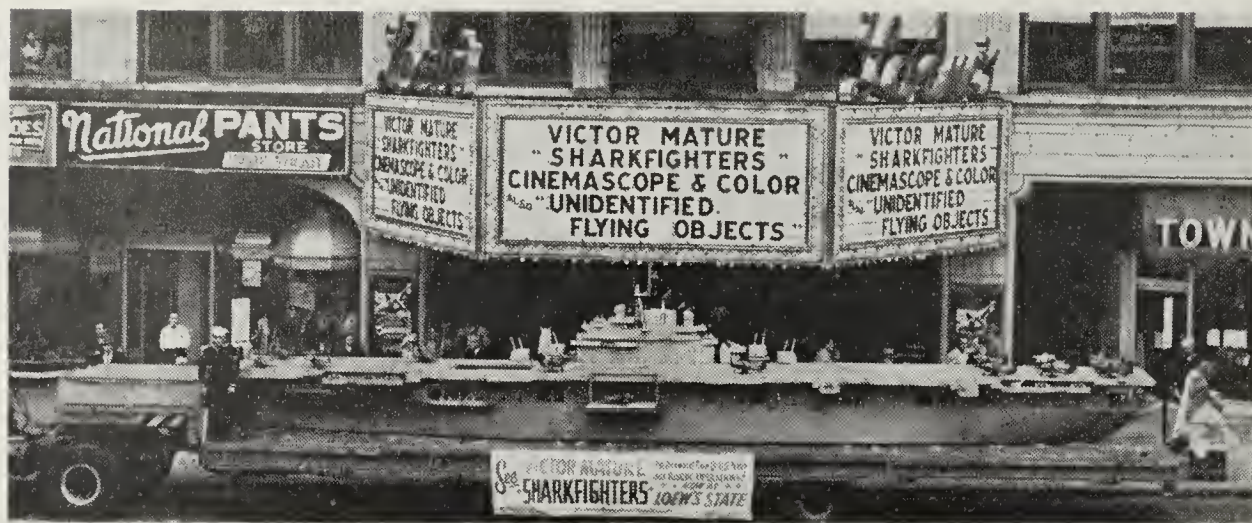
HOW ABOUT YOU?



SPECIALISTS IN MOTION PICTURE SOUND

161 Sixth Avenue • New York 13, New York

a Division of ALTEC COMPANIES, INC.



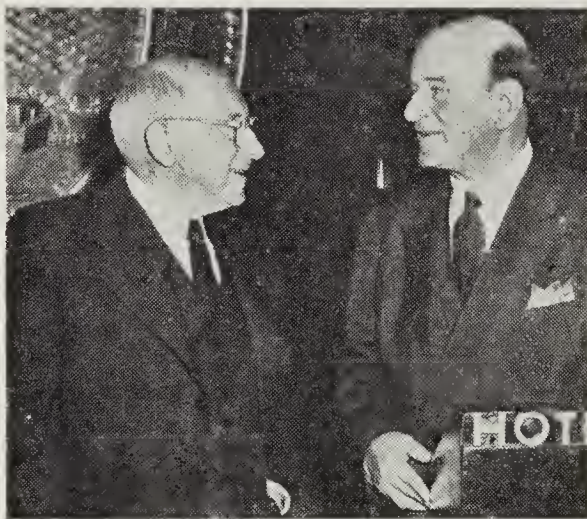
William J. Trambukis, manager, Loew's State, Providence, R. I., recently secured this 44 feet long float, a replica of the aircraft carrier Quonset Point, as street bally for United Artists' "The Sharkfighters," through the cooperation of the U. S. Naval Station at Quonset Point, R. I.

Boston

Joe Solomon, Bryn Mawr, Pa., pleaded guilty of presenting an immoral film, "Birth Of A Baby," at the Middleton, Mass., Drive-In and was fined \$1,100 in Salem District Court by Judge George R. Sears. The judge ordered the film destroyed and also confiscated 300 copies of a booklet pertaining to the film. State police halted the showing after they had received many complaints from parents. . . . Charles E. Kurtzman, northeastern division manager, Loew's Theatres, Inc., was chairman of the annual dinner of the Boston Association for Retarded Children at the Hotel Somerset. The affair was in the form of a testimonial for Walter Brown, president, Boston Garden, and co-chairman for the 1954 Jimmy Fund drive. Industryites present were Michael Redstone, Phil Smith, Richard Berenson, Jack Mercer, Jim Tibbets, Karl Fasick, Louis Richmond, and James M. Connolly, the latter former district manager for 20th-Fox and now regional manager for Donnelly and Sons. . . . Joseph Rathgeb, MGM booker, was married to Marguerite Mary Hayes at the Gate of Heaven Church, South Boston. . . . A daughter, first child, was born to Mr. and Mrs. William Rose at the Bradford Memorial Hospital. The parents operate the Starlite Drive-In, Orford, N. H. . . . Don McNally, drive-in operator in Vermont, has closed the Memorial, Barton, Vt., his only conventional operation. . . . Henry Stone, Manchester, N. H., has purchased the property housing the Opera House, Suncook, N. H., from Mrs. Joseph Slater. Although the theatre has been closed for many years, the rumor is that Stone will reopen and operate it. The property includes stores and apartments as well as the theatre unit. . . . For "Shake, Rattle And Rock," Joe Levine, Embassy Pictures, invited 70 disc jockeys to a special screening, followed by cock-

tails and dinner at the Boston Club. . . . As Interstate Theatres Corporation did not renew its lease on the Coniston, Newport, N. H., the former manager, Ersley Blanchard, is operating it for the owners and doing his own buying and booking. . . . Bay State Amusement Enterprises, Inc., has moved to new office quarters at 250 Boylston Street, Room 306. Stanley Rothenberg heads the company. . . . Francis O'Neil, manager, Paramount, Rutland, Vt., for New England Theatres, has resigned. He is replaced by Frank N. Kelley who transferred from the Colonial, Haverhill, Mass., when New England Theatres gave up the lease.

PROVIDENCE, R. I., NEWS—Two pictures received their Rhode Island premieres recently. The Avon Cinema was the site of the twin-premiere, where Fernandel in "The Red Inn," and George Orwell's "Animal Farm" were screened for the first time in this state. . . . The Uptown recently inaugurated a new giveaway. Feminine patrons were quick to take advantage of a special promotion featuring Dunbar stainless steel features. Aimed at increasing early-in-the-week attendance, this fine tableware is distributed upon the purchase of an adult admission ticket plus a slight service-charge. . . . In conjunction with the screening of "Giant" at the Majestic, the management is exploiting a special "Early-Bird Matinee," with doors opening at 10 a.m. and a reduced tariff of 70 cents until 12 noon. . . . Freak weather extremes, from hot to cold to hot, and back to cold again, with almost daily changes from one extreme



Nikitas S. Dipson, pioneer exhibitor of Batavia, N. Y., is seen recently with Cecil B. DeMille, producer, Paramount's "The Ten Commandments," on the occasion of DeMille's recent visit to Buffalo in connection with a trade screening of the film.

Student Rate Plan Approved In Auburn

BUFFALO—At a meeting of the Board of Education in Auburn, N. Y., it was decided to distribute reduced-rate movie tickets in the public schools. Dr. Charles G. Hetherington, superintendent of schools, will decide on films to be promoted in this manner.

Lou S. Hart, manager, Schine's Auburn, appeared at the meeting to suggest that the board members cooperate on films of an educational nature. He asked board members to recognize the "need for audio-visual education" by connecting certain movies, recommended by educational groups, with the curriculum through film study guides, art work in classes, and occasional student attendance at the movies at reduced prices.

Hart cited "The Ten Commandments" and "Alexander The Great," as movies suitable for audio-visual education. Auburn young people, Hart said, could not understand why a bus load of Sherwood Central students arrived at the theatre during the recent showing of "War And Peace" and paid 50 cents for tickets, while the Auburn students paid the regular price of 90 cents.

Dr. Hetherington said one reason school principals have not been enthusiastic about the plan is that they do not want simply to accept every picture which is shown, and that someone must make a choice.

Commissioner Joseph P. Cuddy said the new plan might encourage the showing of good pictures in Auburn, Hart agreed that "good pictures do not get the kind of support they should" in a city the size of Auburn, and that "if our youngsters could be told about the right kind it might help."

Board members discussed a further objection cited by Dr. Hetherington, which is that the pupils will cut classes to use their tickets in the afternoon. The superintendent asked if it would be possible to print tickets for special times such as Friday after school and Saturday afternoon and evening.

Hart said he could not be sure that the films would be shown on week ends, since "a picture like 'Julius Caesar' does not have mass drawing appeal" and a better drawing card is usually booked on the week end. But he said the theatre could prevent school-skipping by barring students until after school hours.

to the other, has influenced attendance greatly, at both conventional and open-air theatres. All have been either benefited or handicapped, depending on the antics of the thermometer. . . . A special Rock 'n' Roll stage presentation which drew a capacity audience at the Auditorium proved such a financial success that plans are being made for another such attraction in the near future, according to the management.

Buffalo

Al Glaubinger, former sales manager, United Artists in Boston, is the new manager of the Buffalo exchange of the same company, effective Dec. 1. Glaubinger succeeds Stanley Kositsky, who goes to Philadelphia to take over the branch man-

SAVE MONEY ON PREVUES Use Filmack's New, Deluxe

TEASERETTE TRAILER \$1.75 each

3 Frames With Copy, Photos and Off Stage Talk

IMMEDIATE SERVICE!
NO CONTRACTS NO RETURNS

Use as Prevues, Advance or Cross Plugs!

Used by many circuits **FILMACK** 1327 S. Wabash Chicago, Ill.



What are stars made of...?

Loveliness is the mark of the star; to preserve this loveliness in every frame of every print is the task of the motion picture industry.

This calls for the industry's finest talents. It involves settings, dress designers, lighting experts, make-up artists, cameramen, film processors. Co-operation in all these areas is manifest in the Eastman Technical Service for Motion Picture Film... in Kodak's ability to supply a motion picture film for every purpose.

Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N. Y.

Divisions at strategic centers. Inquiries invited.

East Coast Division **Midwest Division** **West Coast Division**
342 Madison Ave., New York 17, N. Y. 130 E. Randolph Drive, Chicago 1, Ill. 6706 Santa Monica Blvd., Hollywood 38, Calif.

Fine Wins Cleveland Variety Second Term

CLEVELAND—Variety Club Tent Six re-elected Marshall Fine to serve a second term as chief barker. Also reelected for a second term was first assistant barker Dan Rosenthal, United Artists branch manager.

Other officers for the coming year are second assistant barker, Will Dougherty, WJW-TV; secretary, Sam Weiss, 20th-Fox; and Jim Leavit, treasurer, Universal-International. Board of directors for the new year are Irwin Shenker, Berlo Vending; Irwin Pollard, Imperial Pictures; Leonard Greenberger, Shaker Theatre; Will Dougherty, WJW-TV; I. J. Schmertz, 20th-Fox branch manager; Jerome Safron, Columbia, Sam Weiss, 20th-Fox sales manager; Dan Rosenthal, United Artists branch manager; Leroy Kendis, Associated Theatres Circuit; Jim Leavit, Universal-International; Sam Schultz, Allied Artists; Henry Greenberger, Community Circuit; Jack Silverthorne, Hippodrome manager; and Ted Levy, BuenaVista district manager.

Delegates to the convention are Fine, Jack Silverthorne, and Rosenthal, with Schultz and Dougherty as alternates.

ager post there. . . . Art Moger, field representative, Warners, who headquarters in Boston, was in working on "Giant," current at the Paramount, and on "Baby Doll," coming to the Center. . . . Sidney S. Kulick, Bell Film Exchange, New York, was in visiting exhibitors. He also journeyed to Rochester, Syracuse, and Schine headquarters in Gloversville. . . . David J. Kane, Allied Artists exploiteer, was in assisting Bill Brereton, Basil circuit ad-pub chief, on a big publicity and ballyhoo campaign on "Friendly Persuasion," current at the Lafayette, the Basil flagship. . . . Richard T. Kemper, zone manager Dipson Theatres, and commodore of the Buffalo Yacht Club, and Mrs. Kemper will be honored Dec. 8 when the club gives its 76th annual Commodore's Ball in the Buffalo Statler. . . . Bill Boyd, former screen star and the Hopalong Cassidy of TV fame, was in for a two hour personal appearance in the 174th Armory, with his horse, Topper.

Chicago

The Clyde, Fort Wayne, Ind., was surrounded by police at 4 a.m. when an exit



Alex Halperin, left, SW Theatres executive, recently assisted Kermit Russell, sales manager, RKO Chicago exchange, in awarding prizes for the first round of the branch contest in connection with the Dan O'Shea Drive. Exhibitors won prizes by submitting playdates.

door was found pried open. They entered the theatre and arrested a man they found hiding. . . . Evangelist Billy Graham, guest at the screening here of "The Ten Commandments," pronounced it "greatest I've seen." . . . The \$850,000 anti-trust suit brought by the Jack Loeks Enterprises against the W. S. Butterfield Theatres, Inc., and distributors was postponed for 90 days by Federal Judge Kosciuski in District Court, Detroit. Simon and Collen are the lawyers now representing the plaintiff, attorney Thomas C. McConnell having withdrawn from the case. The plaintiff, operating the Mid-Town Theatres in Grand Rapids, Mich., charges there was a conspiracy during 1944-54 of withholding first runs. . . . At a well attended meeting of the Variety Club of Illinois, Tent 26, officers for 1957 were elected as follows: chief barker, Lou Reinheimer; first assistant chief barker, Nat Nathanson; second assistant chief barker, William Margolis; dough guy, Harry Balaban; property master, Sam Levinsohn. Canvasmen are Robert Conn, Charles Cooper, E. L. Goldberg, Jack Rose, Ralph Smitha, David Wallerstein, Joe Berenson, Jack Kirsch, John Jones, Irving Mack, and Manny Smerling. The last five named are past chief barkers. Delegates to the International Variety convention to be held at New Orleans in April, 1957, are Jack Kirsch and Lou Reinheimer. Alternate delegates are Sam Levinson, Irving Mack, Dick Sachel, and Mike Stern.

Cincinnati

Local neighborhood exhibitors anticipate increased business as the result of the substitution of old films for a popular live "country music" program on a local TV station. TV editors were deluged with letters, with many of the writers saying they prefer the newer and better films available at their neighborhood houses. . . . Ladies Auxiliary, Variety Club, sponsored a "Mr. and Mrs. Barker" party, with a sneak preview in the Palace screening room and a buffet supper of turkey and trimmings in the Hotel Metropole club rooms. Co-chairmen were Mrs. Saul Greenberg and Mrs. Harry Pollins. . . . First runs of UA's "Rebel In Town" and "Huk" were booked into a number of area suburban houses and drive-ins for the Thanksgiving Day period. . . . Among those from this area who attended the ITO convention in Columbus, O., were branch managers Milton Gurian, Allied Artists; Phil Fox, Columbia; E. C. DeBerry, Paramount; L. J. Heidingsfeld, RKO; and Jay Goldberg, Realart. Also, Edward Salzberg, Screen Classics; Bennett Goldstein, 20th-Fox sales manager; and Vance Schwartz, exhibitor. . . . Meyer Adelman, Philadelphia, president, States Film Service, was in, and with P. K. Wessel, treasurer, attended a stockholders meeting in Chicago and an "open house" at the company's new Indianapolis quarters. . . . Frank Weitzel, independent, is now booking and buying for Charles Behlen, Lexington, Ky., exhibitor.

COLUMBUS, O., NEWS—Carl Schultz, former manager, St. Clair, Indianapolis, is the new manager, Uptown, subsequent-run operated by Hunt Theatres. Schultz succeeds Donald Hooten, new manager, RKO Grand here. . . . Ed Shulman and Louis Sher, operators, Bexley art house here, have added another art theatre to their circuit, the Westwood in Toledo, Ohio, formerly operated as a neighborhood house. The refurbished Westwood was opened Thanksgiving Day with the Alec Guinness feature, "The Ladykillers." Kenneth Nitz, former manager, Pickwick, Fort Wayne, Ind., is the Westwood manager. . . . Clyde Moore, theatre editor, Ohio State Journal, was hospitalized with a back ailment. . . . Indianola, North Side art house operated by Charles Sugarman, has closed and is up for sale or lease. Sugarman continues to operate the art World here. . . . Oak, East Side neighborhood formerly operated by Ted Pekras, is now used as a meeting hall by religious revival groups.

Cleveland

Charlton Heston was in town for the opening of "Ten Commandments" at Loew's Ohio. He made a personal lobby appearance prior to the evening performance and also appeared on TV and radio programs throughout the day. Considering the newspaper blackout, the opening was very good, according to Loew's division manager Frank Murphy. At the request of some women's organizations, a regular Saturday 9:30 a.m. performance has been added to the two-a-day schedule to permit parents to bring children. A \$1.50-\$1.25 scale has been set for this performance. . . . Louis Ratener has wrapped up his Montrose Drive-In, near Akron, O., and Magic City Drive-In,



The newly elected 1957 crew of Variety Club Tent 17, Dallas, are shown above, top row, left to right, Duke Clark, Jack Underwood, Clyde Rembert, 1956 chief barker; Jake Elder, John K. Hicks, Ben Gold, Ed Gall; and, bottom row, left to right, Charles Weisenberg, second assistant; W. L. Marshall, property master; Edwin Tobolowsky, 1957 chief barker; Don C. Douglas, first assistant; M. J. Rachofsky, dough guy. Not shown are Alex Keese and Paul Short.



*it's Merry
Christmas
Salute
Time**

Be generous this year. Give more than before to keep your Hospital going and growing. You're only asked once yearly, you know, but the protection to you is continuous.

Employers, boost the Salute in your Company... Executives, boost the Salute in your Department... Employees, boost the Salute in your conscience and your heart.



Time for Cheerful Giving to **WILL ROGERS
MEMORIAL HOSPITAL and
RESEARCH LABORATORIES**

National Office: 1501 Broadway, New York 36, N. Y.—*Saranac Lake, N. Y.*



*Your
own
hospital*

Sponsored and
Operated by the
MOTION PICTURE
INDUSTRY
for the Entire
Entertainment
World

Barberton, O., for the winter and on Nov. 30 heads south for St. Croix, Virgin Islands, where he has spent the past several winters in the real estate business. Before leaving he contracted for erection of a new concession building for the Montrose Drive-In, to be equipped with all modern cafeteria appliances. . . . Two former units of the Smith and Beidler Circuit in Toledo, O., are now operating under new heads. The Westwood opened Nov. 21 as an art house. It is the 10th link in the chain of theatres devoted exclusively to showing art and is headed by Louis Sher, of Columbus, and Edward Shulman, of Cleveland. The Eastwood was reopened by Carl Long, former manager. Both are neighborhood operations. . . . Carl Wein, son of "Casey" Wein, business manager of Locals F-5, B-5, and B-6, is a member of the crew of the U.S.S. Cassin Young, currently heading for Suez.

PROGRAM and RUNNING TIME FORMS . . .

Now used by over 5000 theatres!

Price: 25c per 50-sheet pad

These forms are prepared for convenience in disseminating accurate information to the key members of a theatre staff so that they may answer intelligently the patron questions most frequently asked; or so that they can cue and time their show.

Daily turnover running time can be easily computed from the running times of the individual subjects that make up the bill.

One copy each week: (1) on your desk, (2) to your cashier, (3) to your doorman, (4) to your projectionist, and (5) to your head usher or floor supervisor will be sufficient to keep uniform information throughout the theatre.

Ask for **SAMPLE SHEETS!**
Sold **ONLY** to Subscribing Theatres by
EXHIBITOR BOOK SHOP
246-48 N. Clarion Street, Philadelphia 7, Pa.



Among those present at a recent meeting of Tri-States Theatre Corporation, at the Hotel Kirkwood, Des Moines, were, seated, left to right, Bill Haver, manager, Paramount, Waterloo, Iowa; Tony Abramovich, manager, Des Moines, Des Moines; D. B. Knight, ad-publicity manager; A. Don Allen, film buyer and booker; Al Sicignano, United Paramount booker; E. L. Hyman, vice-president, American Broadcasting-United Paramount Theatres; A. H. Blank, Tri-States president; L. M. McKecheaney, Tri-States treasurer; and Bernard Levy, assistant to Hymann; and, standing, left to right: C. N. Kite, Tri-States auditor; W. F. Hoffman, manager, Esquire, Davenport, Iowa; Paul Strennen, manager, Rocket, Rock Island, Ill.; William Rudolph, manager, Capitol, Davenport, Iowa; G. O. Black, manager, Illini, Moline, Ill.; R. F. Gray, manager, Fort, Rock Island, Ill.; Helen Davey, manager, State, Cedar Rapids, Iowa; Willis Ford, manager, Paramount, Cedar Rapids, Iowa; Leon Doherty, manager, Rivoli, Hastings, Neb.; Marvin Graybeal, manager, Capitol, Sioux City, Iowa; Gus Campagna, Tri-States purchasing agent for the confection department; Harold Lyon, manager, Paramount, Kansas City; Don Shane, manager, Orpheum, Omaha, Neb.; Carl Hoffman, manager, Omaha, Omaha; Bill Towey, manager, Strand, Waterloo, Iowa; Beverly Soroka, manager, Ingersoll, Des Moines; Marilyn Wicker, manager, Uptown, Des Moines; Cecil Johnson, manager, Bonham, Fairbury, Neb.; H. D. Grove, Tri-States district manager; Pat Elliott, manager, Capitol, Grand Island, Neb.; Gene Moore, manager, Paramount, Des Moines; and Dave Alexander, Tri-States traveling auditor.

Dallas

Edwin Tobolowsky, local attorney, has been elected chief barker, Variety Club, Tent 17, replacing Clyde Rembert. Other officers named include Don C. Douglas, first assistant; Charles Weisenberg, second assistant; Meyer Rachofsky, dough guy; and W. L. Marshall, property master. The crew is composed of Duke Clark, J. H. Elder, John K. Hicks, Alex Keese, Paul Short, and Jack Underwood. . . . Bill Samuel, manager, Texas, spent a week in Ennis, Tex., during the illness and death of his father who had been suffering from a heart ailment for several years. . . . Clarence Nix, projectionist at the Majestic screening room, has returned to Baylor Hospital for a medical checkup. Charles A. Harcum, one of the three projectionists in the booth, will supervise during the absence of Nix. . . . Arthur Treacher, one of the best known British faces on the American screen or stage, paid Dallas a visit the past week. He is on tour with his one man lecture and had given one at the Texas State College for Women at Denton, Tex. . . . Richard L. Bond has been elected to serve as president, local Colosseum of Motion Picture Salesman. He is with Paramount. Other officers are Joe Beckham, Columbia, vice-president; Jack Haynie, Columbia, secretary; and Burl Lovelace, Allied Artists, treasurer.

Heywood Simmons Booking Service has taken over the buying and booking for the four Roland Duus theatres at Coleman, Tex. . . . Tony Philbin, MGM office manager, who suffered a heart attack in September, is recuperating at his home and showing improvement. . . . New Variety clubrooms on the ninth floor of the new Adolphus Hotel Annex will be ready for opening shortly. Included will be a lounge, refreshment bar, dining room, card rooms, and dancing area. Three days of dedicatory service and grand opening are being planned by the enthusiastic membership.

Denver

A. B. Hillyard is building a 300-seat theatre at Ouray, Colo. The theatre will be named the Chipita and will open around the first of the year. . . . Terry Carpenter, owner, Motorena, Terrytown, Neb., and the man who tried unsuccessfully to to nominate Joe Smith for the vice-presidency at the San Francisco Republican convention, has been elected to the Nebraska legislature. . . . Marylee King, a booker at Buena Vista, has resigned in order to be able to care for her husband, the victim of a stroke. The job has been taken by Mayreta Knight, recently with KGMC. . . . Lester Zucker, district manager for Universal, was in for conferences with Mayer Monsky, branch manager. . . . Walter E. Green, New York, president, National Theatre Supply; Lloyd Ownbey, Los Angeles, district manager; R. L. Bostick, Memphis, district manager; and Ray Miller, Salt Lake City branch manager, were in for a sales meeting also attended by Joe Stone, Denver branch manager, and Dick Lutz, assistant. . . . John Mazniz has resigned as manager, Egyptian, Delta, Colo., and filling in temporarily is Dick Little, assistant at the Tabor, Denver. Both are Fox Inter-Mountain Theatre houses. The circuit announced that permanent appointments would be disclosed shortly.

Des Moines

Herbert T. Blass, 65, branch manager for Warners, died at Mercy Hospital following surgery. He had been ill for two weeks. Blass, who had been associated with the motion picture industry for over 40 years, came to Des Moines three years ago. He was a member of Variety Club and is survived by his widow and a son and daughter. . . . Jim Phelps, formerly of Cedar Rapids, has been named as manager, Firemen's theatre, New Hampton, Iowa. He succeeds Ray Klenske.

Houston Variety Tent Elects 1957 Officers

HOUSTON—Paul M. Boesch was reelected chief barker, Variety Tent 34 at the annual general meeting in the club rooms of the Montague Hotel. Elected first assistant barker was M. M. Lewis; second assistant, Mike Conti; Morris Rosenthal, dough guy; and Augie Schmitt, property master.

Boesch is international canvasser, and he and Mack Howard are delegates. In addition to the officers, the other canvassers elected were Dick Gottlieb, Lester Kamen, Les Hunt, Jack Groves, George Carpenter, and Fred Nahas. The first annual award to the man who did the most to help the chief barker do his job, was presented to Howard.

Houston

Members of the Houston Independent Theatre Owners Association have voted to cooperate with the local Milk Fund by placing in each theatre one of the plastic half bottles, mounted on an aluminum frame, for donations to supply milk to the needy. A midnight show was scheduled tonight (Nov. 28) at the Yale with the proceeds to go into the treasury of the association. Tentative plans have been made for an after hours all industry party, with live entertainment, to be held at the Variety Club on Dec. 4. . . . Henry Harrell, manager, 20th-Fox exchange, returned from a business trip to San Antonio. . . . Grady Goodwin, head booker, 20th-Fox exchange here, has resigned to take over as manager, South Houston. Goodwin took over the house from the Long Circuit in partnership with F. W. Stilwell. The pair also operate the Lamar, LaMarque, Tex. Stilwell will continue to manage the Lamar, and Goodwin will operate the South Houston. . . . The Universal film exchange building has been started here. The foundation piers were poured recently, as were the grade beams, 43 inches up to four feet deep. The building will be of steel and reinforced concrete. The exterior is to be of masonry.

Jacksonville

The Hilton Sisters, Siamese twin act, were the subject of a big front-page interview in the Jacksonville Journal when Arv Rothschild brought them here



Mr. and Mrs. Bill Lee, Lee's Drive-In, Keystone Heights, Fla., lifetime partners and successful operators of the smallest drive-in in the state, and veterans of over 40 years in show business, recently attended the Jacksonville convention of the Motion Picture Exhibitors of Florida.

for stage appearances at the Negro-patronage Skyview Drive-In. . . . Buford Styles, U-I's Florida manager, returned from a business tour of his southern hinterland. . . . Capt. Hans Vige, owner, Pinecrest Drive-In, booked in an unusual Saturday night program of four Jesse James feature films. . . . Bob Stevens' Buena Vista office in the Florida Theatre Building has been closed. . . . A. J. "Tony" Abbaddress, Jacksonville Beach

man, has replaced Jesse Marlowe as manager, Beach. . . . Norm Levinson, MGM press representative, has offered a cash prize for the best Florida exploitation campaign on "The Opposite Sex." . . . Elvis Presley Day was celebrated here concurrently with the opening of "Love Me Tender" at the Florida. Manager Jim Levine won the cooperation of radio stations, newspapers, and Presley fan clubs in the promotion. . . . Dixon

Film Exchange and Dealer Listing for the SAN FRANCISCO FILM TERRITORY

A CONTINUING SERVICE • that will be re-edited and re-published at 8-month intervals

• Film Distributors

ALLIED ARTISTS, 191 Golden Gate Ave.—HEmlock 1-2315

Br. Mgr.: James P. Myers. Sales: F. H. Butler, Alan Heid. Booker: Clint Meham. Cashier: Agnes Canon. Emerg. Phone: Meham; Oakland, Calif. GLencourt 1-6653. (Dist. Mgr. in residence: Melvin A. Hulling.)

BUENA VISTA (Disney), 230 Hyde St.—ORDway 3-1334

Sales: Donald L. Fuller. Emerg. Phone: Los Altos WHitecliff 8-6898.

COLUMBIA, 229 Golden Gate Ave.—UNDERhill 1-4345

Br. Mgr.: Melvin M. Klein. Office Mgr.: William Lanning. Sales: E. Torey Roberts, S. H. Klein, Henry Stark. Bookers: Ursula Levy, Carl E. Scott, Jr. Cashier: Mary Norris. Field Exp.: Lew Maren. Emerg. Phone: JUNiper 6-6969. (NW Div. Mgr. in residence: L. E. Tillman.)

FAVORITE, 255 Hyde St.—PROspect 2-4409

Br. Mgr.: Hal Gruber. Soles: Roy Fehner. Booker: Cleo F. Bush. Cashier: Magda Wenschek. Emerg. Phone: None.

METRO-GOLDWYN-MAYER, 259 Hyde St.—PROspect 5-1613

Br. Mgr.: Samuel J. Gardner. Sls. Mgr.: John W. Coyne. Office Mgr.: Lila M. Goodin. Sales: Sidney Schuster, Stewart Engbretson. Bookers: Kay Hackett, Harry Horgreaves, Corman Wallace. Cashier: Bess Huntoon. Field Exp.: William Blake. Emerg. Phone: Hd. Shipper Jack Jensen, JUNiper 4-4219.

PARAMOUNT, 25 Taylor St.—GRAYstone 4-3517

Br. Mgr.: Jack L. Stevenson. Sls. Mgr.: M. S. Anderson. Office Mgr.: Jack Hurley. Sales: King Trimble, Howard Ross. Bookers: George Carmone, Arnold Lavagello, James Henry. Cashier: Jessie Cole. Field Exp.: Robert Bloir. Emerg. Phone: Carmone, JUNo 8-9268.

REPUBLIC, 221 Golden Gate Ave.—MARKet 1-6880

Br. Mgr.: George Mitchell. Office Mgr. and Booker: Genevieve Sutton. Sales: Al Adolph, Harry Weaverling. Booker: Casper Kannel, Jr. Cashier: Helene Shearer. Emerg. Phone: SKYline 1-5236.

RKO, 251 Hyde St.—ORDway 3-2808

Br. Mgr.: F. S. Schiendler. Office Mgr.: J. MacLucas. Sales: J. Mooney, R. Leach, K. Mellgren. Bookers: E. Jones, M. Carney. Cashier: F. Allingham. Field Exp.: Don Prince. Emerg. Phone: ORDway 3-2808.

20TH CENTURY-FOX, 245 Hyde St.—PROspect 5-1600

Br. Mgr.: Jock E. Erickson. Sls. Mgr.: Paul Schmuck. Office Mgr.: Ugo Frotto. Soles: Joe Flanagan, Gene Newman, Ed Reed. Bookers: Joe Cane, Henry Davis, Ione Baratte. Cashier: Anne McFadden. Field Exp.: Eddie Yarbrough. Emerg. Phone: Fratto, PLaza 5-2824; Cane, MARKET 1-7744. (Western Div. Mgr. in residence: Herman Wobber.)

UNITED ARTISTS, 201 Golden Gate Ave.—UNDERhill 1-2751

Br. Mgr.: C. Frank Horris. Sls. Mgr.: Fran C. Hass. Office Mgr.: Homer Hall. Sales: Ernie Gibson. Bookers: Dick Ivy, Ronnie Green. Cashier: Grace Heller. Field Exp.: Murry Lafayette. Emerg. Phone: None.

UNIVERSAL-INTERNATIONAL, 129 Hyde St.—PROspect 6-3660

Br. Mgr.: T. Reisch. Sls. Mgr.: Murray E. Gerson. Office Mgr.: Edward Smyth. Soles: Verne Zeeman, Tony Grabowy, Gene Klein. Bookers: Bettie Gamble, Charles Gray, Ray Haberland, Edward Martin. Cashier: Helen Roberti. Field Exp.: Amike Vogel. Emerg. Phone: Gamble, DELaware 3-9569. (Dist. Mgr. in residence: Barney Rose.)

WARNER BROS., 215 Golden Gate Ave.—UNDERhill 1-1067

Br. Mgr.: Al Shmitken. Sls. Mgr.: Al Grubstick. Office Mgr.: Joseph Hanley. Sales: Joe Zongrilli. Bookers: Jesse A. Wright, Jack Urban. Cashier: Robert Paez. Field Exp.: Mox Bercutt. Emerg. Phone: OVerland 1-9826.

• Supply Dealers

NATIONAL THEATRE SUPPLY, 255 Golden Gate Ave.—MARKet 1-4171

WALTER G. PREDDEY THEA. EQUIP., 187 Golden Gate Ave.—UNDERhill 1-7571

Emerg. Phone: BAYview 1-5749.

B. F. SHEARER CO., 243 Golden Gate Ave.—UNDERhill 1-1816

WESTERN THEATRICAL EQUIP., 337 Golden Gate Ave.—HEmlock 1-8302

• Screen Trailers

HOWARD A. ANDERSON CO., 751 N. FAIRFAX—WE 3-7188

MOTION PICTURE SERVICE, 125 Hyde St.—ORDway 3-9162

NATIONAL SCREEN SERVICE, 140 Leavenworth St.—TUxedo 5-6878

Br. Mgr.: J. D. Marpole. Office Mgr.: Friedo Fleishmon. Sales: Emil Davis, Ray Richman.

• Signs, Advertising and Printing

NATIONAL SCREEN SERVICE, 140 Leavenworth St.—TUxedo 5-6878

PISCHOFF SIGN CO., 177 Golden Gate Ave.—UNDERhill 1-3822

• Messenger Service

THOMAS W. GILBOY CO., 666 Ellis St.—ORDway 3-1272

• Service Companies

ALTEC SERVICE CO., 318 Turk St.—ORDway 3-9151

RCA SERVICE CO., 420 Taylor St.—ORDway 3-8540

A SPECIAL SERVICE . . . only in MOTION PICTURE EXHIBITOR



OFFICE BUILDING & WAREHOUSE, HAMDEN, CONN.

EDGAR A. TATEL, ARCHITECT, N.Y.C.

The above is the architect's conception of National Film Service, Inc., joint film handling depot to be erected at New Haven. The 35,000 square foot two-story building will house physical handling facilities of 11 major distributors as well as sales office space. This is the first joint film-handling project in the industry's history.

Regan, Paramount salesman, came in from a lengthy road trip.

MIAMI, FLA., NEWS—The southern premiere of Michael Todd's "Around The World In 80 Days" played to 1,178 patrons in the Sheridan, Miami Beach, Fla., the area's only house equipped for Todd-AO productions. The sum of \$11,000 was realized from the event for the benefit of the Miami Herald's Lend-A-Hand Fund. Contributors paid from \$2.50 to \$15 each for the privilege of attending the performance. Present at the premiere were Todd, Elizabeth Taylor, and Louis Finske, head of Florida State Theatres, which co-sponsored the event. Part of the revenue came from parking fees donated by operators of the parking area behind the theatre. . . . Curtis Miller took over the duties of publicist for Claughton Theatres following the resignation of Don Tilzer. . . . Sonny Shepherd, district manager, Wometco Theatres, conducted a contest for Elvis Presley fans to inform him of their preference of two endings for Presley's first picture, "Love Me Tender," scheduled to open at the Carib, Miami, and Miracle. Shepherd netted much newspaper mention regarding the contest.

Minneapolis

Sim Heller was reelected chief barker of the Variety Club of Northwest. Joseph

PROGRESSIVE ELECTRIC CONSTRUCTION CO., INC.

240 N. 13th STREET • PHILADELPHIA 7, PA

Theatre Installations
and Maintenance

HENRY FRIEDMAN

Realtor and Insurance

Specializing in Theatre
Real Estate and Insurance

(Member Main Line Board of Realtors)

17 W. Lancaster Ave., Ardmore, Pa. GR 7-5730

THEATRE SEAT COVERS

Hayco seat covers for all makes
and models of theatre chairs.

JACK HAYES SEATING SERVICE

ONE MONICA PLACE, BALDWINVILLE, N. Y.

Podolog and Tom Burke were named first and second assistant chief barker, respectively. Gilbert Nathanson was named property master and Eddie Schwartz, dough guy. Named to the board were Art Anderson, Ben Berger, John Branton, William Elson, Maitland Frosch, Roy Miller, Charles Winchell, Saul Malisow, Jack Greenberg, Ted Mann, Ralph Pielow, Jr., and Bill Broms. New officers will be installed Dec. 3. . . . Harry Weiss, RKO Theatres division manager, is back from Denver and Omaha. . . . Morrison Buell, formerly of RKO, is new booker, 20th-Fox, replacing Cliff Luzar, resigned. . . . A fire damaged the ticket booth at the Jordan, Jordan, Minn., operated by Leo Brazier. . . . Mike Lee, UA district manager, and Foster Blake, Universal western division sales manager, were in on routine business.

New Haven

Some upstate snow closed some of the drive-ins until Spring. Canaan Drive-In has shuttered until next year. Others closed include Manchester Drive-In, Pine Drive-In, Waterbury, Summit Drive-In, Branford; New Haven Drive-In. Others have gone on weekend operation, including Middletown Drive-In. . . . Stanley Warner, Torrington, had an Elvis Presley amateur contest in a tieup with Crosson's Music Store for "Love Me Tender." Prizes were Presley 45 record phonograph, six Presley record albums, six months theatre pass, and autographed Presley photos. . . . Jim Darby, Paramount, booked in a giant screen show for Thanksgiving night. . . . Various theatres throughout the state are lining up Christmas sponsored shows, merchants, factories, etc., footing the bill.

HARTFORD, CONN., NEWS—Bernie Menschell, president, Bercal Theatres, Inc., has resumed his duties, following recuperation from surgery at Manchester Memorial Hospital. . . . Connecticut premiere of MGM's "Lust For Life" at Bercal's Parsons was held as a benefit for Hartford's Wadsworth Atheneum. Latter hosted circuit, press, and Loew's representatives at an Atheneum luncheon. . . . Peter Perakos, Jr., son of the president, Perakos Theatre Associates, and Mrs. Perakos are parents of their first child, a boy, born at New Britain General Hospital. Young Perakos is office manager and assistant to his brother, Sperie Perakos, general manager, Perakos Theatre Associates. . . . Arthur T. O'Brien, Webb Playhouse, Wethersfield, Conn.,

mailed invitational letters to several hundred new residents, urging them to attend an early performance at the Webb as guests of Lockwood and Gordon Theatres. . . . Sperie Perakos, Perakos Theatre Associates, reports new time policy at the State, Jewett City, Conn., with matinees on Wednesdays, Saturdays, Sundays and no-school days. Evening performances now begin at six with main feature shown only once, at about eight p.m. Companion film is screened at 6:30 and 9:30.

New Orleans

A new screen by RCA was installed in the Royal, Hattiesburg, Miss. Sale and installation was handled by Raymond Gremillion, Southeastern Theatre Equipment. . . . Charles Waterall closed the Citronelle, Citronelle, Ala. . . . Billy Fox Johnson reopened the Fox Drive-In, Alexandria, La. . . . Manley, Inc., have taken possession of their new office quarters at 126 La Salle Street, across the street from the Jung Hotel. John F. Saunders, district manager, was here from Memphis to take charge of the moving in the absence of manager George Harrell, Jr. . . . The Jet Drive-In, Cutoff, La., closed since Hurricane Flossie gave it a terrific beating, reopened. Among the various equipment replacements is a brand new screen. . . . Marie Berglund, chairman, WOMPI program committee, reports that the club's Christmas luncheon will be for members only, with the usual exchange of gifts and singing of carols plus a menu surprise.

W. W. Page Amusement Company reopened the New Vernon, Leesville, La. . . . S. M. Sid Otis, former film salesman on a visit to the row, stated that he and Eola Otis assumed the distribution rights in this area for Abundavite Service, a top quality food supplement. . . . The uptown neighborhood National, a United theatre, donated the use of theatre and staff to St. Francis of Assisi School's Mothers Club for the presentation of the rerelease, "The Song Of Bernadette," on a Saturday afternoon for two showings. . . . Roy A. Kantor, 45, southwestern division sales manager for Motion Picture Advertising Company of New Orleans, died of a heart attack while on a business trip in Beaumont, Tex. He lived in Dallas. Survivors are his widow and a daughter. . . . The Fred T. McLendon Theatres of Union Springs, Ala., reopened the Frisco, Frisco City, Ala., completely renewed. . . . Curley Robin, who not so long ago closed the Lake, Catahoula, La., and opened a theatre in Henderson, La., which he had christened the Debra, found that business was just as slow in this town as in his former situation, consequently, both Henderson and Catahoula are without theatres. . . . Maurice Artigues, UA city salesman, attended the Colosseum of Motion Picture Film Salesmen convention in St. Louis. . . . Harold F. Cohen of Harold F. Cohen Enterprises, who underwent an operation in Baptist Hospital recently, is well on the mend.

New York

Loew's Theatres announced the following managerial changes: Albert Boschi, assistant, Loew's 46th Street, promoted to acting manager, Loew's Bay Ridge; Frank Doherty, manager, Loew's Bay Ridge, transferred to Loew's 116th Street, while

Exhib Marks Golden Industry Anniversary

PHILLIPSBURG, N. J.—Leaders of the industry wired messages of congratulations to David O. Atkinson, Sr., Philmont and Main theatres, on the occasion of his 50th anniversary in the industry.

The Phillipsburg Rotary Club gave Atkinson special recognition at their weekly meeting, in which the telegrams were read, and many representatives of the film companies were in attendance. Also during the week a testimonial dinner was held and attended by 15 former and some of Atkinson's present employees.

Atkinson started as projectionist on Nov. 6, 1906, in the Bijou Dream, Reading, Pennsylvania's first theatre. In April, 1907, he moved to Easton, Pa., and also was projectionist in the Jewel. In 1915, he was made manager-projectionist, Berwick, also in Easton.

In 1923 he took over the operation of the Philmont, Phillipsburg, and in 1930 he purchased the Berwick. In 1935, he sold the Berwick and purchased the Main, Phillipsburg, and is presently owner-operator of Phillipsburg's Philmont and Main theatres.

Irving Gross, manager, Loew's 116th Street, moves to Loew's Post Road. Rene Clairmont, manager, Loew's Post Road, switched to Loew's Boulevard, and Jack Blum, Boulevard, goes to Loew's Fairmont, where manager Anthony Capra has been transferred to Loew's New Rochelle. Lawrence Stark, manager, Loew's New Rochelle, resigned. . . . Marie Cordaro, secretary in the 20th-Fox publicity department, announced her engagement to Frank Zanfardino of Brooklyn. . . . Joseph H. Moskowitz, 20th-Fox vice-president and eastern studio representative, returned from a seven week European business trip.

The biggest typographical error on Broadway was corrected last week when sign painters changed the "O" to "A" in the giant sign at Brandt's Mayfair where 20th-Fox's "Oklahoma!" is current. Some unkind critics were overheard saying they thought the mistake was made on purpose. . . . Dick Karp, 20th-Fox radio-TV publicity contact, resigned and following a short vacation trip will become associated with an advertising agency.

Philadelphia

Ernest Pelson, regional auditor, Buena Vista, was married on Thanksgiving Day to Blanche Stewart in Montclair, N. J. . . . Hy Bettinger was reported coming back to the territory from Equity Exchange, Washington, to work for Jack Harris at Screen Guild. . . . An S.O.S. went out to members of Motion Picture Associates for blood for Elsie Potamkin, wife of Walter Potamkin, Columbia salesman, seriously ill in Hahnemann Hospital. . . . Karl Schaeffer, manager, SW Savoia, and his projectionist, Harry Diamond, thwarted two gunmen who tried to hold them up across the street from the theatre. . . . It was rumored that the lobby of the Hamilton, Lancaster, Pa., would be converted into a night club after the theatre closes. The auditorium of the theatre will be converted into a warehouse. . . . Tri-States Buying and Booking Service



Taking part in the special movie industry party at the Hotel Plaza, New York, recently which raised \$94,000 for the Federation of Jewish Philanthropies were, left to right, Harry Brandt, former division chairman; Emanuel Frisch, former division chairman; Charles B. Moss, division chairman; S. L. Lewis, president of the Federation and the evening's guest speaker; and Barney Balaban, Malcolm Kingsberg, and Adolph Schimel, all former division chairmen.

announced it is now handling the Rialto, Wilmington, Del. . . . Nat Levy, RKO eastern sales manager, was in for a meeting with branch personnel, circuit executives, and exhibitors. . . . Vine Streeters were quick to notice a strong resemblance between Paramount exploiter Mike Weiss and wrestler "Wild Man" Fargo, who recently made his local debut at the Adelphia.

Pittsburgh

Mike Karolick, Perryopolis exhibitor, is a grandpop for the first time. . . . Gene Kelly was here for several days visiting his mother, Mrs. James P. Kelly, who is hospitalized. He flew back to Paris to complete the scoring for his "The Happy Road." . . . David Weir, Warners salesman in the Erie and main line areas, resigned. He will join the J. B. Williams Company as district wholesale representative. Dave is the son of the popular Warners booker, Mrs. May Weir, who continues on the job here. . . . Charles Dortic died last week after he underwent an operation in Mercy Hospital here. He was a veteran local film salesman but more recently a Warners representative at Cincinnati. . . . Adolph Karp, Theatre Confection Service, underwent surgery in Montefiore Hospital here. . . . Associated Circuit inaugurated "Pav Day" shows for kiddies. At each Saturday matinee every child received a "pay" envelope, which contains from pennies to dollars. . . . Leone, Homestead, started a new dish deal. Tuesdays, each lady in attendance, without extra charge, will receive a fine piece of Golden Wheat dinnerware. . . . A third child, a son named Johnny, was born to Mr. and Mrs. George Stern. The Associated Theatres executive and his wife are parents of another son, Bobby, and a daughter, Nancy.

St. Louis

State Senator Edward E. Long, Clarksville, Mo., elected Lieutenant-Governor of Missouri by a large majority, is to be honored at a meeting of officers and directors of the Missouri-Illinois Theatre Owners Association on Dec. 4. President L. J. Williams will conduct the session. Long owns the Senate, Elsberry, Mo., and the Trojan, Troy, Mo. . . . Effective on Dec. 1, the Bloomer Amusement Company will operate on weekends only the Starlite Drive-In, Alton, Ill.; Skyview Drive-In, Belleville, Ill.; and the Centralia Drive-In, Centralia, Ill. . . . Parkers' Skyline Drive-In has closed for the sea-

Don't wait
until it's
too late—
Mr. Theatreman,
help us prevent
missouts!

You can help us serve you
by checking your shows not
later than 10:00 A.M. Sat-
urdays, Sundays, holidays.
The exchanges' shipping
rooms close at noon on
these days.



**NEW JERSEY
MESSENGER SERVICE**

305 N. 12th STREET

PHILADELPHIA

LOmbard 3-3944, 3-3945

MEMBER NATIONAL FILM CARRIERS, INC.

The A-MAN Corner

Theatre managers . . . assistant theatre managers . . . theatre advertising and publicity men . . . film buyers . . . film bookers . . . circuit executives . . . maintenance and equipment engineers. IF you* are looking for a job, . . . or IF you* are looking for a man, . . . just describe your needs in 25 words or less and send to "The A-MAN Corner." Add your name and address. Names and addresses will be published unless a box number is requested. All such "classified ads" will be published in three consecutive issues and then dropped. If success does not crown an original effort, it can be repeated through a new application after a 60-day interval.

This completely new EMPLOYMENT SERVICE is available to ALL theatres without reservation. It is not necessary to subscribe to MOTION PICTURE EXHIBITOR to avail yourself of this service. No other industry trade paper offers it! And it is completely FREE!

*A (WO)MAN is also welcome . . . but in this preponderantly male business, she should specify her sex.

THEATRE MANAGER, AGE 28, 4 years' experience, desires new location (no preference). Married, winner 4 MOTION PICTURE EXHIBITOR awards, direct sales experience. Healthy, sober, honest. BOX A1128, c/o M. P. EXHIBITOR, 246 North Clarion St., Phila. 7, Pa.

TOP THEATRE MANAGER desires job where ability counts. Conventional and drive-in experience. Excellent in exploitation. Best references. BOX A1121, c/o M.P. EXHIBITOR, 246 North Clarion St., Phila. 7, Pa.

EXPERIENCED PROMOTION MINDED THEATRE MANAGER available for Philadelphia and vicinity. 16 years with major circuit. BOX B1128, c/o M. P. EXHIBITOR, 246 North Clarion St., Phila. 7, Pa.

Address all correspondence to—

The A-MAN Corner

Motion Picture Exhibitor
246 N. Clarion St., Philadelphia 7, Pa.

Annual Variety Affair Honors Singer Boone

WASHINGTON—Variety Club Tent 11 held its 21st annual dinner dance last week at the Statler Hotel. This is one of the outstanding affairs of the Tent and, as is the custom, a prominent member of the entertainment world is honored as "the personality of the year."

This year Pat Boone, singing sensation, who started out two years ago as a \$50 per week entertainer while a college student, and who just signed a seven-year million dollar movie contract with 20th-Fox, was honored.

Over 500 people were in attendance, and among those seated on the dais were Mr. and Mrs. Boone, Mr. and Mrs. Nathan D. Golden, heart chairman, Variety International; Mr. and Mrs. Randy Wood, president, Dot Records; Mr. and Mrs. Archie Boone, mother and father of the award recipient; Mr. and Mrs. Hirsh De La Viez, first assistant chief barker; Mr. and Mrs. Ralph Pries, international representative; Jack Beresin, past international chief barker; Father Hartke; Dr. Norman Gerstenfeld; Dr. Charles Lowery, chaplain of Tent 11; Edward Gallagher, popular Washington disc jockey; Orville Crouch, chief barker; and Mr. and Mrs. Marvin Goldman, newly elected chief barker, who acted as master of ceremonies.

The affair culminated a drive which raised \$78,000 for the Heart Fund.

son. . . . The Lincoln, Charleston, Ill., a unit of the Frisina Amusement Company, was to reopen on Thanksgiving Day. . . . The Clark, Mattoon, Ill., was also scheduled to reopen. . . . The Capital, McLeansboro, Ill., operated by Dickinson Operating Company, and the Valencia, Macon, Mo., operated by Pirtle Amusement Company, are scheduled to close, giving each circuit one of the cities without opposition. . . . The State, Reedhouse, Ill., owned and operated by Clarence Denny, reopened. . . . Eddie Koehr,

St. Louis Salesmen Meet To Elect, Discuss Dues

ST. LOUIS—The last regular meeting of local Loge 19, Colosseum of Motion Picture Salesmen, is scheduled for Dec. 1 at the Melbourne Hotel.

Principal items on the agenda are a report by delegates to the recent annual convention at which the organization voted to affiliate with IATSE, and seek a new wage and working agreement with the distributors. The local group also will elect its 1957 officers at the meeting and discuss and vote on dues and other important matters.

National Screen Service office manager, was hospitalized with malarial fever. . . . Albert Magarian, manager, Deluxe, was hospitalized with pneumonia and pronounced in critical condition. . . . Donald R. Tolliver, owner, Tolliver's 460 Drive-In, near Carmi, Ill., closed his drive-in, and is spending the winter as manager, North Andrews Drive-In, Fort Lauderdale, Fla. . . . Mrs. Norma Moore, Columbia biller, resigned to await the stork. . . . Cathy Harris, Columbia booker, left that post to enter the Southeast Missouri State College, and plans to teach.

San Antonio

Tommy Powers, manager, Texas, augmented the screen attraction with a daytime stage show featuring rock and roll artists recently. . . . When the Elvis Presley motion picture, "Love Me Tender," comes to the Majestic, there will be special morning matinees for teenagers on three successive days, Nov. 29 and 30 and Dec. 1. Doors will open at 8:30 a.m. with the first showing scheduled at 9:30 a.m. . . . Lynn Kruger, manager, Majestic, has invited the town's Quakers to be his special guests for the coming attraction opening at his house. This is Allied Artists' "Friendly Persuasion," a comedy-drama about a Quaker colony in Indiana during Civil War days. . . . The seventh annual Agudas Achim

Keith's, Washington, Eyes Vaude Return

WASHINGTON—Morris Cafritz, Washington builder, announced last week that he has purchased RKO Keith's and expects to convert it to legitimate stage productions and vaudeville.

"I've always had a warm spot in my heart for real live vaudeville," he said. "I'm sure Washington would welcome its return. I'd like to help bring it back." Cafritz bought the Albee Building, in which Keith's is located, for "something in the neighborhood of \$2,000,000," he said. He said plans for converting the building will be worked out in "the not-too-distant future."

The Albee Building was built in 1911 for \$750,000. The first theatre there, Chase's, opened in 1912. It was a favorite haunt of President and Mrs. Woodrow Wilson. The buildings, which replaced the old Riggs House, a famous hotel, was named for Edward F. Albee, a theatre chain operator and partner of B. F. Keith, who started a vaudeville theatre chain. Keith's began showing movies in 1929 and stopped vaudeville acts in 1931.

Brotherhood benefit movie, five tales from Israel, "Khamishia," spoken in English, was presented at the Laurel. . . . Music Center is setting up a record shop at the exit of the Majestic featuring records from the current film, "Giant." . . . The State is slated to install a modern new screen soon, along with other improvements.

Washington

Stanley Warner's Uptown tied up with merchants of upper Connecticut Avenue shopping district for the opening of "Oklahoma!" and also inserted ads in the local papers. . . . The Georgetown held a special showing for women only of a film on cancer detection, sponsored by the D. C. division of the American Cancer Society. Admission was free. . . . Max Rutledge, Columbia booker, resigned to return to his home in Oregon. . . . The American Automobile Association honored Walt Disney last week for his contributions to highway safety through his "I'm No Fool" series for children. Disney was awarded a certificate of merit at a luncheon in the Mayflower Hotel. . . . At elections held in the Willard Hotel the Variety Club elected the following to the board of governors for 1957: chief barker, Marvin Goldman, partner, K-B Theatres; first assistant, Hirsh de La Viez, Hirsh Coin Machine Corporation; second assistant, Clark M. Davis, District Theatres; property master, George Nathan, National Screen Service; dough guy, Sam Galanty, Columbia; members of the board are Frank M. Boucher, TV Guide; Nathan D. Golden, Department of Commerce; Harold Saltz, U-I; Herbert Gillis, Paramount; George A. Crouch, Stanley Warner; Jack Foxe, Loew's Theatres; and past chief barker Orville Crouch, Alvin Q. Ehrlich, Jack Fruchtman, Victor J. Orsinger, and Morton Gerber. Elected to the board as honorary life members are J. E. Fontaine and Jake Flax. Delegates to the convention are Crouch and Flax. International canvasman is Goldman. Alternate delegates are Fruchtman, Ehrlich, and Nathan.

ALLIED ARTISTS

Strange Intruder (5919)

MELODRAMA
82M.

ESTIMATE: Good adult post-war meller.
CAST: Edmund Purdom, Ida Lupino, Ann Harding, Jacques Bergerac, Gloria Talbott, Carl Benton Reid, Douglas Kennedy, Donald Murphy, Ruby Goodwin, Mimi Gibson, Eric Anderson, Marjorie Bennett. Produced by Lindsley Parsons; directed by Irving Rapper.

STORY: Before he dies in a Korean prison camp, Donald Murphy tells fellow-prisoner Edmund Purdom of his personal life, that his wife has been unfaithful, gives him his wrist watch, other identification, and exacts a promise that he will not let the other man get his children. After surviving a bombing, Purdom is a psychiatric patient in a veterans' hospital in the U.S. As part of his treatment, doctors prescribe a weekend visit to Murphy's family. He is taken to the hearts of Murphy's mother, Ann Harding; his father, Carl Benton Reid, and sister Gloria Talbott. His wife, Ida Lupino, however, is worried, wondering just how much Purdom knows. When she gets Purdom alone, Lupino, having learned that he knows of her infidelity, begs him to keep her secret. Purdom's tales of Murphy's heroism have a beneficial effect on his family, especially on Reid, who suffered a stroke when he learned of his son's death, but who now makes efforts to return to his book store business. With Harding, Reid is anxious for Lupino to marry again, possibly her lawyer Douglas Kennedy. Lupino's lover, Jacques Bergerac, now tries blackmail. Reid invites Purdom to stay with his family permanently, offering him an interest in the store, but he is worried over what his mission is, "taking care" of Murphy's children, Eric Anderson and Mimi Gibson, who have warmed up to him. He makes several half-hearted attempts to murder them, but is evidently wavering in his promise to Murphy. Finally, as he leaves the children in the spring house and goes into the house to get a weapon with which to kill them, Purdom finds Bergerac there, recognizes him, and they fight. Bergerac flees as Purdom falls down the cellar steps. The shock of the fall sends all evil thoughts from his mind; he hugs the children with relief over their safety, returns to the veterans' hospital, but promises the family, including Talbott, with whom he has fallen in love, that he will return.

X-RAY: This is an intelligently handled, well enacted treatment of what is adult and at best unpleasant subject matter. It is at times most suspenseful, the performances of the leads are excellent, and there is strong support from all featured players. Direction is expert and the story holds interest all the way. The screen play is by David Evans and Warren Douglas from a novel by Helen Fowler. There is one song, "Bad For Each Other," by Carroll Coates.

AD LINES: "Suspense At Fever Heat"; "Potent Post-War Drama"; "He Was Out To Avenge Her Sinful Past For Her Dead Husband."

CONTINENTAL

The Snow Was Black

DRAMA
105M.

(French-made) (English titles)
ESTIMATE: Well-made off-beat entry for art spots.

CAST: Daniel Gelin, Marie Mansart, Valentina Tessier, Balpetre, Daniel Ivernel, Vera Norman, Nadine Basile. Directed by Luis Saslavsky; produced by Frederic Bukofzer.

MOTION PICTURE

EXHIBITOR

SERVISECTION

The original Pink Section evaluations of features and shorts

Published weekly by Jay Emanuel Publications, Inc., Publishing office: 246-248 North Clarion Street, Philadelphia 7, Pennsylvania. New York: 229 West 42nd Street, New York City. West Coast Representative: Paul Manning, 8141 Blackburn Avenue, Los Angeles 48, California. Jay Emanuel, publisher; P. J. Greenhalgh, general manager; Albert Erlick, editor; Max Cades, business manager; George Frees Nonemaker, feature editor; Mel Konecoff, New York editor.

SECTION TWO
VOL. 57 • No. 5

NOVEMBER 28, 1956

STORY: As a child, Daniel Gelin was boarded out while his mother, Valentina Tessier, earned a living first as a prostitute and then as the madam of a house of prostitution. Now grown-up and during the time of the Nazi occupation of France, he lives with his mother in the large apartment that serves as her business headquarters. He spends his time making a dishonest dollar, dabbling in the black market. He is not above stealing from the couple that brought him up nor does he show remorse at killing the old woman so that he and his cronies can make off with their valuable collection of clocks for a Nazi general. He doesn't mind partaking of favors of his mother's girls. Marie Mansart, daughter of a neighbor, has a crush on him which turns to love when he pays her some attention. He asks her to surrender herself to him, and she agrees during a period when the apartment is empty. He still has his mental quirk and sends an acquaintance into the darkened room. She emerges screaming and is hospitalized. He is arrested by the Nazis, interested in the embezzlement activities of some of their officers. He escapes during an air raid but is recaptured on the tip of one of his mother's girls. He confesses to his serious crimes and realizes how wrong he has been about his life as he goes to his death before a firing squad.

X-RAY: Unpleasant is the word for most of the screen proceedings to be found here; still, it will be absorbing to many who see it in the art and specialty spots, and the patrons who seek the unusual may well be pleased. It's certainly off-beat enough to cause comment and garner attention. The film may be limited to adults only in many situations which may help in the final tally. The cast is competent and the direction and production are good. The story gets a little involved, but interest is maintained pretty much throughout via fascination at the actions of Gelin if for no other reason. It is strictly adult art house fare. The screen play is by Andre Tabet and Luis Saslavsky based on the novel and play by George Simenon. Condemned (C) by Legion of Decency.

AD LINES: "The Film That Shocked Thousands"; "This Shocker Is For Adults Only"; "Fascinating Entertainment For Adults Only."

MGM

The Great American Pastime (710)

COMEDY DRAMA
89M.

ESTIMATE: Fairly amusing entry.

CAST: Tom Ewell, Anne Francis, Ann Miller, Dean Jones, Rudy Lee, Judson Pratt, Raymond Bailey, Wilfrid Knapp, Bob Jellison, Todd Ferrell, Raymond Winston, Paul Engle, Ann Morriss, Gene O'Donnell. Directed by Herman Hoffman; produced by Henry Berman.

STORY: Attorney Tom Ewell, avid baseball fan, permits himself to be talked into becoming the manager of a little league baseball team that has been a consistent loser. He is convinced it might bring him closer to his son, Rudy Lee, despite the fact that it might annoy wife Anne Francis, who is not a baseball enthusiast. Lee winds up on one of the rival teams. The first game shows that his team leaves much to be desired. He is convinced that Raymond Winston should pitch by his attractive widow mother, Ann Miller. The team continues to lose, and Ewell loses friends and clients. When Francis thinks he might be becoming too involved with Miller he sets out to straighten her out, but Miller more than convinces him that her only interest was to see her son get places. Francis learns enough about the game to become scorekeeper as Ewell tries hard to make the team play better ball. At

Here is a Service to —

YOU

Investigate Its Worth!

A COMPLETE LINE OF
THEATRE OPERATING FORMS
AND MANAGEMENT SYSTEMS

— are always in stock for prompt shipment

Ask for SAMPLE SHEETS!
Sold ONLY to Subscribing Theatres by
EXHIBITOR BOOK SHOP

214 48 N. Clarion Street, Philadelphia 7, Pa.

a final crucial game, he finally puts the proper spirit into the team and they win the game ending the season. Determined not to get involved again, friends talk him into considering taking over a cub pack as scout leader. When he becomes enthused, Francis knows he is hooked again.

X-RAY: Family audiences should best appreciate this entry that has its moments of humor and several quietly amusing situations. Also, the reaction should be better where little league baseball is a factor in the community and audiences can see themselves and their youngsters depicted on screen. Others will find the proceedings mildly amusing. The story is fair, and the direction and production are average. Performances are competent. The screen play is by Nathaniel Benchley.

TIP ON BIDDING: Program rates.

AD LINES: "Fun For The Whole Family"; "Does Your Youngster Love Baseball? Don't Let Him Miss This Comedy Of Errors"; "Have Yourself Some Fun And Get In The Swing Of Things."

REPUBLIC

Scandal, Inc. (5514)

MELODRAMA
79M.

ESTIMATE: Topical program meller can be exploited.

CAST: Robert Hutton, Patricia Wright, Paul Richards, Robert Knapp, Havis Davenport, Reid Hammond, Claire Kelly, Nestor Paiva, Gordon Wynn, Donald Kirk, Marjorie Stapp. Written and produced by Milton Mann; executive producers, Jonathan Daniels and Victor Purcell; directed by Edward Mann.

STORY: Film star Robert Hutton is blasted in a scandal magazine for supposedly carrying on an affair with starlet Claire Kelly. Actually, he is innocent of the charge. Frightened by the bad publicity, his studio fails to renew his contract. His wife, Patricia Wright, though still in love with him, walks out, not knowing what to believe. Hutton is stunned, but the suicide of Marjorie Stapp, one-time actress ruined by the same kind of scandal, spurs him to action. He has his lawyer, Paul Richards, institute a libel action against the magazine. One of the scandal sheet's reporters, Robert Knapp, is found murdered, and Hutton is arrested and tried. Through deduction, Richards exposes agent Gordon Wynn as the real killer. Hutton is cleared, reinstated by his studio, and reunited with an apologetic Wright.

X-RAY: This is the first film based on the scandal magazines. It won't be the last. Although the problem is over-simplified, it is an effective programmer, and also an exploitable one. Production and direction are adequate, and acting is also satisfactory. Exhibitors can cash in on considerable publicity available concerning this type of magazine, whose circulation figures run into the millions.

AD LINES: "Are The Shocking Scandal Magazine Stories True?"; "The First Jolt-Expose Of The Smear Sheets."

20TH-FOX

The Desperados Are In Town (626)

WESTERN
73M.

(RegalScope)

ESTIMATE: Okay western.

CAST: Robert Arthur, Kathy Nolan, Rhys Williams, Rhodes Reason, Dave O'Brien, Kelly Thordsen, Mae Clark, Robert Osterloh. Produced and directed by Kurt Neumann.

STORY: After the Civil War, youngster Robert Arthur, fed up with the poverty at home and his father's laziness and drunkenness, runs away out west where he makes friends with Rhodes Reason, who gets him a job and keeps an eye on him. Reason seems to be an ex-outlaw whom the Texas Rangers continually hound. Fed up, he rejoins outlaws Dave O'Brien and Kelly Thordsen and their gang. Arthur insists on going along with him. The gang plans to hold up a bank and are spotted by the Rangers, who set a trap. Arthur is told to mind the horses while the others do the actual robbing. Only O'Brien, Thordsen, and Reason survive, with the latter wounded. He forces the other two to let Arthur return home. Reason is killed by the others who fear his wound slowing them down. Arthur finds his parents dead, but banker Rhys Williams and his neighbors, including his girl friend Kathy Nolan, help him get started on his planting and otherwise straightened out. He is doing well when O'Brien and Thordsen appear to force him to help them hold up Williams' bank. He turns the tables on them and kills them. The others persuade the sheriff to forget Arthur's past, and everything ends happily for most everyone.

X-RAY: There is sufficient action as well as an interesting yarn to be found here, which should keep western fans satisfied. With a juvenile in the lead, it should be even more attractive to youngsters. The direction and production are satisfactory and the acting is adequate. It could support another feature neatly. The screen play is by Earle Snell and Kurt Neumann from a Saturday Evening Post Story by Bennett Foster.

TIP ON BIDDING: Program rates.

AD LINES: "Blazing Guns Mark The Arrival Of The Outlaws"; "Terror Strikes The Town"; "Ridin' At You With All Guns Blazing."

Love Me Tender (624)

OUTDOOR
MELODRAMA
WITH MUSIC
89M.

(CinemaScope)

ESTIMATE: Presley name should make this a boxoffice winner.

CAST: Richard Egan, Debra Paget, Elvis Presley, Robert Middleton, William Campbell, Neville Brand, Mildred Dunnock, Bruce Bennett, James Drury, Russ Conway, Ken Clark, Barry Coe, L. Q. Jones, Paul Burns, Jerry Sheldon. Produced by David Weisbart; directed by Robert D. Webb.

STORY: A band of Confederate soldiers, including Richard Egan and his two brothers, William Campbell and James Drury, steal a Union payroll under orders. When they learn that the war is over they decide to divide the money. Egan is stunned to learn that, while believing him dead, his sweetheart, Debra Paget, had married Egan's youngest brother, Elvis Presley. Egan decides to leave the farm, not wanting Presley to know he still loves Paget. Detective Robert Middleton arrives and arrests Egan and his two brothers for their part in the robbery. On the train taking them to trial, Middleton agrees to drop all charges if the money is returned. The other members of the robbery and Presley stop the train and rescue the three brothers. Egan wants to return the money, but some of the men, led by Neville Brand, refuse. Egan and his two brothers use their guns to get the money. Before Egan can bring it to Middleton, Union soldiers get after them. Brand and the others think that Egan had taken the money for himself and tell Presley that Paget and Egan were still in love. When Paget and Egan are forced to hide out together, Presley believes the worst and goes wild with rage. Egan sends one

of his brothers with the money to Middleton, and goes to Presley. Goaded by Brand, Presley wounds Egan, but when Brand attempts to finish the job, Presley, realizing what he had done, turns on Brand. Brand kills Presley just as the troops arrive to round up the others. Before he dies, Presley tells Egan and Paget that everything is alright.

X-RAY: Millions of rabid rock and rollers will probably turn out to see their undulating hero, Elvis Presley, in his initial film effort. As a result, this routine outdoor entry should do smash business in many situations. Presley's performance can hardly be called polished, but his emoting should please his fans, and the four musical numbers he does should bring squeals of delight. Non-members of the "cool" set will find enough other elements to be satisfied. Director Robert Webb gets the proceedings off to a fast start, but the pace slows considerably after the first reel. The rest of the cast discharge their duties in a professional manner. Incidentally, although Presley's gyrations are quite evident, he has kept them to a point where they are more comical than objectionable, so there should be no trouble on that score. Exploitation-minded exhibitors can have a field day with this one. Songs heard include, "Love Me Tender," "Poor Boy," "We're Gonna Move," and "Let Me." Screen play by Robert Buckner.

TIP ON BIDDING: Better rates.

AD LINES: "Mr. Rock 'N' Roll In The Story He Was Born To Play"; "He's A Singin' Man, He's A Fightin' Man, He's A Lovin' Man"; "See Elvis 'Mr. Rock 'N' Roll' Presley In His First Motion Picture."

UNITED ARTISTS

Gun The Man Down

WESTERN
78M.

(Morrison-McLaglen)

ESTIMATE: For the lower half.

CAST: James Arness, Angie Dickinson, Robert Wilke, Emile Meyer, Don Megowan, Michael Emmet, Harry Carey, Jr. Produced by Robert E. Morrison; directed by Andrew V. McLaglen.

STORY: Robert Wilke, Don Megowan, and James Arness rob a bank of \$60,000 during which Arness is wounded. Angie Dickinson awaits them. Wilke and Megowan force her to come with them as Arness is left behind, weak from the loss of blood. He is jailed but refuses to inform on the others, instead planning his own vengeance. When he gets out, he finds them in a small town. Wilke hires a gun slinger, but Arness is too fast for him. The others get panicky and run. When Dickinson tries to warn Arness, she is killed by Wilke, and he also kills Megowan mistaking him for Arness. The latter catches up with Wilke and beats him into submission, turning him over to the sheriff after which he leaves to start a new life.

X-RAY: This type of yarn has been done before more or less, although this presentation isn't too bad for its type, and all things considered, it should fit in on the lower half. The cast is adequate as is the story, direction, and production. Arness may prove of more value where he is known as the star of the TV show, "Gunsmoke." The screen play is by Burt Kennedy, based on a story by Sam C. Freedle.

AD LINES: "There's A Reward Out For This Man . . . If You See Him, 'Gun The Man Down'"; "Here Come The Gunslingers"; "The Star Of TV's 'Gunsmoke' In A New Type Of Role."

THE SERVICESECTION is the only service of its kind giving a full coverage, listing, and reviews of all features and shorts in the domestic market.

Running TargetOUTDOOR DRAMA
83M.

(Canyon)

(Color by DeLuxe)

ESTIMATE: For the lower half.

CAST: Doris Dowling, Arthur Franz, Richard Reeves, Myron Healey, James Parnell, Charles Delaney, James Anderson, Gene Roth, Frank Richards, Nicholas Rutgers. Produced by Jack C. Couffer; directed by Marvin R. Weinstein.

STORY: Sheriff Arthur Franz heads a posse after four escaped convicts in the Colorado Rockies, and though it is his sworn duty to return the men dead or alive, he has a reluctance to kill his fellow man. With him are Richard Reeves, tavern owner, who takes a delight in killing with his telescopic rifle, and Doris Dowling, gas station operator held up by the escaped convicts and ready to show she can be as tough as any man. It is assumed that she has more than a passing interest in getting to the leader of the escapees, Myron Healey. Reeves kills one of the wanted men. Two others are taken into custody by the deputies after Reeves wounds one of them unnecessarily. Franz and Dowling are drawn to one another during the remainder of the hunt. Finally, the three split up, and Dowling manages to reach Healey who welcomes her with open arms. Franz and Healey face each other with drawn guns, but before either can take action Reeves kills Healey. Franz is fed up with his killing and destroys his expensive rifle. He and Dowling return to civilization, attentive to each other.

X-RAY: When a sheriff debates the pros and cons of having to kill as part of his duty, action takes leave and drama makes its entry on the great outdoor scene, which may not satisfy those who want their action fast and furious. It may please those who seek the different development. The cast is uniformly good, and there is interest to be found in the yarn which is handled adequately as to direction and production. The screen play is by Marvin Weinstein, Jack Couffer, and Conrad Hall, based on a story by Steve Frazee. It should do okay on the lower half.

AD LINES: "He Had Him In His Sights But Refused To Kill"; "A Sheriff And Posse Go After Killers The Hard Way"; "Taut Drama And Suspense Ride The Range As Men Hunt Men."

U-International**The Great Man (5708)**DRAMA
92M.

ESTIMATE: Highly interesting drama.

CAST: Jose Ferrer, Dean Jagger, Keenan Wynn, Julie London, Joanne Gilbert, Ed Wynn, Jim Backus, Russ Morgan, Edward C. Platt, Robert Foulk, Lyle Talbot, Vinton Hayworth, Henny Backus, Janie Alexander, Vicki Dugan, Robert Schwartz. Produced by Aaron Rosenberg; directed by Jose Ferrer.

STORY: The nation is shocked when its top humorist lies near death following an auto crash, and radio station executive Keenan Wynn rushes to be at his side with tape recorder and reporter Jose Ferrer. Wynn discovered the man and helped make him the top figure he was, after which he was thrown off the bandwagon. This time, he figures to try and push Ferrer into his television and radio spots and bind him with an iron-clad contract. They arrive too late, for the "great man" has died. Ferrer tapes reactions of those at the scene. Later, at a meeting of station and network executives including president Dean Jagger, it is decided to do an hour memorial broadcast with Ferrer to handle it. He goes

back to see what made the late star tick and gets reaction from the public which views his body as it lies in state. He talks to the people who worked for him on his shows, his girl-friend, singer Julie London; his press agent, Jim Backus; Keenan Wynn, who spent some time with him; Ed Wynn, local station owner who gave him his first break; and to others. He comes to the conclusion that "the great man" was really a louse instead of being the wonderful person the public thought he was. By broadcast time, he is fed up, and as he goes on the air, he pushes the prepared script aside and decides to tell the truth about the deceased, job or no job. Jagger sits back prepared to enjoy the program after the first shock wears off.

X-RAY: As this dramatic entry commences to unfold, fascination begins to infiltrate until audiences are caught in the grip of the intriguing and different story and are swept along until the climax, which comes off in fine fashion. Dealing with the field of radio and television, the film shows some of the operations that go on behind the scenes and the types of people that are involved, and this, too, is interesting. Although "The Great Man" is never seen by the camera, still the way his story is developed and manipulated, it's not too difficult to picture the type of man he must have been. The cast is very good with Ferrer tops as director and as the lead. Dean Jagger, Keenan Wynn, Julie London, and Joanne Gilbert are also impressive. Ed Wynn has a small part, but he makes the most of his scene so that he will be remembered at the picture's conclusion. Production and direction are in the better category. The moral here seems to be to get the public interested. They'll be more than pleased by what they see. The screen play is by Al Morgan and Ferrer, based on the novel of the same name by Morgan. A song, "The Meaning Of The Blues," is sung by London.

TIP ON BIDDING: Higher bracket in some situations; higher program rates in others.

AD LINES: "This Is About The Entertainment Personality You Have Been Reading About"; "The Story Behind One Of Entertainment's Great Figures"; "The Picture Everyone Will Be Talking About."

Rock, Pretty Baby (5707)DRAMA
WITH MUSIC
89M.

ESTIMATE: Juveniles should be real "gone" on this one.

CAST: Sal Mineo, John Saxon, Luana Patten, Edward C. Platt, Fay Wray, Rod McKuen, John Wilder, Alan Reed, Jr., Douglas Fowley, Bob Courtney, Shelley Fabares, Susan Volkman, Carol Volkman, April Kent, Sue George, Walter Reed, Glen Kramer, Johnny Grant, George Winslow. Produced by Edmond Chevie; directed by Richard Bartlett.

STORY: John Saxon, leader of a high school rock-'n'-roll band, has problems like how to raise money for an electric guitar so the boys can play solid and how to get his doctor father, Edward Platt, to change his mind about wanting him to be a doctor and to let him become a professional musician instead. He gets his guitar by hocking some medical books. Their first date, a frat dance, is a short one because the wolves want only romantic stuff played. Saxon meets Luana Patten, who walks out on the romance bit as well. They become friendly, and since she is the daughter of musician Douglas Fowley and is studying arranging, she makes the arrangements for the group. The band auditions for a job at a summer camp but is turned down because their music is considered a little too moving. They enter a contest sponsored by Johnny Grant to find the best high school band in the area and Saxon and Patten find they seem in love with each other. She wants to be

sure and suggests they date others, which starts an argument and results in his withdrawing from everyone and everything including the contest. Platt plays the part of Cupid and straightens things out between them. They play in the contest and lose but are offered the job in the summer camp. Everything seems to come out okay in the end with Platt proud of his boy.

X-RAY: This latest entry in the rock-'n'-roll sweepstakes was sneak previewed in a house that had a considerable number of teen agers in the audience, and they seemed quite taken with the characters on screen. They paid attention to the screen techniques in romance as well as rock-'n'-roll rhythm, to say nothing of the problems encountered by a teenager at home. The stars of the yarn weren't juvenile delinquents but rather youngsters with plenty of energy and enthusiasm and the yarn holds interest fairly well. The cast is suited to the assignments with the major part of the screen time going to John Saxon, a Marlon Brando type, who presents his case in proper fashion. Direction and production are okay. Of course, the primary attraction here is for the younger set, but should an adult be trapped in the theatre, who knows but that he might enjoy the proceedings. The screen play is by Herbert Margolies and William Raynor. Musical numbers heard are "What's It Gonna Be," "Rock, Pretty Baby," "Rockabye Lullaby Blues," "Picnic By The Sea," "Can I Steal A Little Love," "Happy Is A Boy Named Me," plus instrumentals like "Hot Rod," "Big Band Rock 'n' Roll," "Rockin' The Bookie," "Kool Kid," "The Most," etc., etc.

TIP ON BIDDING: Fair program rates except where rock 'n' roll has special value.

AD LINES: "Kids—This Is The Most"; "Fun For All—Short 'n' Tall"; "Your Feet Have Got To Beat Because This Whole Film Is All Reet."

The Shorts Parade**TWO REEL****Color Nature Study**

WORLD IN A MARSH. RKO—Wildlife Album. 22m. A quiet marsh holds quite a bit of excitement and action as the Technicolor camera captures its inhabitants in action both above and below the water's top. Bull frogs are seen in vicious action seeking food and mates and battling larger adversaries such as a snake. Other denizens of the area are seen either mating or fighting to exist in the quiet of the reeds. GOOD. (73001). (This subject will not be released by RKO in Canada.)

Comedy

ANDY GOES WILD. Columbia—All Star Comedies. 17m. Andy Clyde has both mother-in-law and brother-in-law trouble, with both sponging off of him and with brother-in-law going in for wacky inventions, which almost cause Andy to lose his job as the inventor tries to sell his boss on sponsoring the ideas. The police nab brother-in-law for disturbing the peace and Andy anticipates a period of quiet and relaxation. FAIR. (8416).

SCHEMING SCHEMERS. Columbia—Three Stooges Comedies. 16m. The Three Stooges run a night and day plumbing business and are summoned to find a diamond ring that has fallen into a sink

(Continued on page 4260)

current releases are available. distributors for their up-to-date checking and correcting, so that it is the latest knowledge available.

A.A.	COLUMBIA	M.G.M.	PARAMOUNT	R.K.O.	REPUBLIC	20th-FOX	U.A.	UNIVERSAL	WARNERS	MISC.
Three For Jamie Dawn Richard Carlson, Laraine Day, Ricardo Montalban	Cha-ChaCha Boom! Perez Prado and Orch., Mary Kaye Trio	Somebody Up There Likes Me Paul Newman, Pier Angeli	That Certain Feeling (VV-TC) Bob Hope, Eva Marie Saint	Beyond A Reasonable Doubt Dana Andrews, Joan Fontaine	Zanzabuku (Trucolor) The Maverick Queen (Trucolor- Naturama) Barbara Stanwyck, Barry Sullivan	Flight To Hong Kong (Sabre) Rory Calhoun, Barbara Rush	Raw Edge (TC) Rory Calhoun, Yvonne De Carlo	Moby Dick (TC) Gregory Peck, Richard Basehart (Special Engagements) Seven Men From Now (WC) Randolph Scott, Gail Russell	La Strada (Trans-Lux) Anthony Quinn, Richard Basehart, Giuletta Masina (Italian-made)	It Conquered The World (American-Int.) Peter Graves, Beverly Garland
The First Texan (CS-TC) Joel McCrea, Felicia Farr	You Can't Run Away From It (TC) Jack Lemmon, June Allyson	These Wilder Years James Cagney, Barbara Stanwyck	The Proud And Profane (VV) William Holden, Deborah Kerr	Back From Eternity Anita Ekberg, Robert Ryan	A Strange Adventure Joan Evans, Ben Cooper, Marla English	Man From Del Rio (Jacks) Anthony Quinn, Katy Jurado	Edge Of Hell (WC) Hugo Haas, Ann Harding	From Now (WC) Randolph Scott, Gail Russell	Westward Ho, The Wagons (CS-TC) (Buena Vista) (Disney) Fess Parker	The She Creature (American-Int.) Chester Morris, Marla English
Navy Wife Joan Bennett, Gary Merrill, Shirley Yamaguchi	Lust For Life (CS-Metrocolor) Kirk Douglas, Anthony Quinn	The Vagabond King (VV-TC) Kathryn Grayson, Jerry Lewis	The Mountain (VV-TC) Robert Wagner, Spencer Tracy, Claire Trevor (Made in France)	The Brave One (CS-TC) Michel Ray	Thunder Over Arizona (Naturama- Trucolor) Skip Homeier, Kristine Miller	Running Target (Canyon) (CS-DC) Doris Dowling, Arthur Franz, Richard Reeves	The Burning Hills (CS-WC) Tab Hunter, Natalie Wood	Frontier Gambler (Associated) John Bromfield, Colleen Gray, Kent Taylor	Runaway Daughters (American-Int.) Marla English, John Littel	Secrets Of Life (TC) (Part CS) (Buena Vista) (Disney)
No Place To Hide (DC) David Brian, Marsha Hunt	The Opposite Sex (CS-Metrocolor) Ann Sheridan, Dolores Gray	War And Peace (VV-TC) Audrey Hepburn, Henry Fonda, Mel Ferrer (Made in Italy)	The Iron Petticoat (VV-TC) Bob Hope, Katherine Hepburn (English-made)	Death Of A Scoundrel George Sanders, Yvonne De Carlo	Lisbon (Naturama- Trucolor) Joseph Cotten, Orson Welles	Men In War (Security) Robert Ryan, Aldo Ray	The Killers (RE) Burt Lancaster, Ava Gardner	A Cry In The Night Edmond O'Brien, Natalie Wood	The Amazon Trader (WC) John Sutton, Marie Fernanda	The World (American-Int.) Peter Graves, Beverly Garland
Hold Back The Night John Payne, Mona Freeman	The Power And The Prize (CS) Robert Taylor, Elizabeth Mueller	The Search For Bridey Murphy (VV) Teresa Wright, Louis Hayward	Public Pigeon No. 1 (TC) Red Skelton, Vivian Blaine, Janet Blair	Death Of A Scoundrel George Sanders, Yvonne De Carlo	Between Heaven And Hell (CS-DC) Robert Wagner, Terry Moore	Men In War (Security) Robert Ryan, Aldo Ray	The Killing (RE) Burt Lancaster, Ava Gardner	The Bad Seed Nancy Kelly, Patty McCormack, Henry Jones, Eileen Heckart	He Left Behind Tab Hunter, Natalie Wood	The World (American-Int.) Peter Graves, Beverly Garland
The Naked Hills (Pathé Color) David Wayne, Marcia Henderson	The Power And The Prize (CS) Robert Taylor, Elizabeth Mueller	Hollywood Or Bust (VV-TC) Dean Martin, Jerry Lewis	The Silken Affair David Niven, Genevieve Page (English-made)	Death Of A Scoundrel George Sanders, Yvonne De Carlo	Stegecoach To Fury (RegalScope) Forrest Tucker, Marl Blanchard	Shark Fighters (Goldwyn, Jr.) (CS-TC) Victor Mature, Karen Steele	The Sleeping City (RE) Richard Conte, Coleen Gray	The Amazon Trader (WC) John Sutton, Marie Fernanda	He Left Behind Tab Hunter, Natalie Wood	The World (American-Int.) Peter Graves, Beverly Garland
Canyon River (CS-DC) Geo. Montgomery, Marcia Henderson	The Power And The Prize (CS) Robert Taylor, Elizabeth Mueller	Cecil B. DeMille's The Ten Commandments (VV-TC) (Made In Egypt) (Special Engagements)	Man In The Vault William Campbell, Anita Ekberg	Death Of A Scoundrel George Sanders, Yvonne De Carlo	Teenage Rebel (CS) Ginger Rogers, Michael Rennie	The Peacemaker (Makelim) James Mitchell, Rosemarie Bowe	Showdown At (TC) Jack Mahoney, Martha Hyer	The Amazon Trader (WC) John Sutton, Marie Fernanda	He Left Behind Tab Hunter, Natalie Wood	The World (American-Int.) Peter Graves, Beverly Garland
The Young Guns Russ Tamblyn, Gloria Talbott	The Power And The Prize (CS) Robert Taylor, Elizabeth Mueller	Three Violent People (VV-TC) Charlton Heston, Anne Baxter	Man In The Vault William Campbell, Anita Ekberg	Death Of A Scoundrel George Sanders, Yvonne De Carlo	The Desperadoes (RegalScope) Robert Arthur, Kathy Nolan	The Peacemaker (Makelim) James Mitchell, Rosemarie Bowe	Showdown At (TC) Jack Mahoney, Martha Hyer	The Amazon Trader (WC) John Sutton, Marie Fernanda	He Left Behind Tab Hunter, Natalie Wood	The World (American-Int.) Peter Graves, Beverly Garland

Strange Intruder Ida Lupino, Edmund Purdom, Ann Harding	To The Ends Of The Earth (RE) Dick Powell	Julie Doris Day, Barry Sullivan, Louis Jourdan, Frank Lovejoy	The Search For Bridey Murphy (VV) Teresa Wright, Louis Hayward	Bundle Of Joy (EC) Eddie Fisher, Debbie Reynolds	A Woman's Devotion (Trucolor) Ralph Meeker, Janice Rule, Paul Henreid	Anastasia (CS-DC) (Made in Europe) Ingrid Bergman, Helen Hayes, Yul Brynner	Revolt At Fort Laramie (Bel-Air) (CS-TC) John Dehner, Frances Helm	The Male People John Agar, Cynthia Patrick	Giant (WC) Elizabeth Taylor, Rock Hudson, James Dean	La Strada (Trans-Lux) Anthony Quinn, Richard Basehart, Giuletta Masina (Italian-made)
Fighting Trouble The Bowery Boys	The Gamma People (English-made) Paul Douglas	Boom Town (RE) Spencer Tracy, Clark Gable	Hollywood Or Bust (VV-TC) Dean Martin, Jerry Lewis	Public Pigeon No. 1 (TC) Red Skelton, Vivian Blaine, Janet Blair	The Man Is Armed Dane Clark, May Wynne	Oklahoma! (CS-TC) Gordon MacRae, Shirley Jones, Gene Nelson	Tiger By The Tail (Canyon) Larry Parks, Constance Smith	John Bromfield, Beverly Garland (Made in Brazil)	He Left Behind Tab Hunter, Natalie Wood	Westward Ho, The Wagons (CS-TC) (Buena Vista) (Disney) Fess Parker
Calling Homicide Bill Elliott	The Last Man To Hang (English-made) Tom Conway	The Rack Paul Newman, Wendell Corey, Anne Francis	Cecil B. DeMille's The Ten Commandments (VV-TC) (Made In Egypt) (Special Engagements)	The Silken Affair David Niven, Genevieve Page (English-made)	Tears For Simon (Trucolor) David Farrar, Julie Arnall	Black Whip (RegalScope) Hugh Marlow, Coleen Gray	The King And Four Queens (Russ-Field) (CS-DC) Clark Gable, Eleanor Parker	Written On The Wind (TC) Rock Hudson, Lauren Bacall, Robert Stack	Baby Doll Karl Malden, Carroll Baker, Eli Wallach	Runaway Daughters (American-Int.) Marla English, John Littel
Yaqui Drums Rod Cameron, Mary Castle	Rumble On The Docks James Darren	The Tale Of Two Cities (RE) Marie Antoinette (RE)	Three Violent People (VV-TC) Charlton Heston, Anne Baxter	Man In The Vault William Campbell, Anita Ekberg	Above Us The Waves John Mills	The Girl Can't Help It (CS-DC) Tom Ewell, Jayne Mansfield	The Wild Party Anthony Quinn, Carol Ohmart, (Security)	Everything But The Truth (EC) Maureen O'Hara, John Forsythe, Tim Hovey	The Wrong Man Henry Fonda, Vera Miles	Shake, Rattle and Rock (American-Int.) Fats Domino, Lisa Gaye
The Cruel Tower John Ericson, Mari Blanchard	The Seventh Calvary Randolph Scott	The Teahouse Of The August Moon (CS-Color) Marlon Brando, Glenn Ford, Eddie Albert (Made in Japan)	The Rainmaker (VV-TC) Burt Lancaster, Katharine Hepburn	Man In The Vault William Campbell, Anita Ekberg	Scandal, Inc. Robert Hutton, Paul Richards, Patricia Wright	Oasis (CS) (Made in Europe) Michele Morgan, Cornell Borchers	Dance With Me Henry Bud Abbott, Lou Costello, (Goldstein)	Four Girls In Town (CS-TC) George Nader, Julie Adams	Henry Fonda, Vera Miles	Shake, Rattle and Rock (American-Int.) Fats Domino, Lisa Gaye
High Terrace Dale Robertson, Lois Maxwell, Derek Bond	Zarak (CS-TC) Victor Mature, Anita Ekberg, Michael Wilding (Made in Morocco)	The Great American Pastime Tom Ewell, Anne Francis, Ann Miller	Fear Strikes Out (VV) Anthony Perkins, Norma Moore	Man In The Vault William Campbell, Anita Ekberg	The Congress Dances (Trucolor-CS) (German-made)	Women Of Pitcairn Island (RegalScope) James Craig, Lynn Bari	Me Henry Bud Abbott, Lou Costello, (Goldstein)	Rock Pretty Baby John Saxon, Sal Mineo, Luana Patten	Henry Fonda, Vera Miles	Shake, Rattle and Rock (American-Int.) Fats Domino, Lisa Gaye
Blonde Sinner Diana Dors (English-made)	Don't Knock The Rock Billy Haley and his Comets	Mutiny On The Bounty (RE)	Omar Khayyam (VV-TC) Cornel Wilde, Debra Paget	Man In The Vault William Campbell, Anita Ekberg	Accused Of Murder (Trucolor- Naturama) David Brian, Vera Ralston	The Brass Legend Hugh O'Brian, Nancy Gates (Goldstein)	Me Henry Bud Abbott, Lou Costello, (Goldstein)	Rock Pretty Baby John Saxon, Sal Mineo, Luana Patten	Henry Fonda, Vera Miles	Shake, Rattle and Rock (American-Int.) Fats Domino, Lisa Gaye
Friendly Persuasion (TC) Gary Cooper, Dorothy McGuire, Marjorie Main										

NOW IN GENERAL RELEASE

PROMISED FOR EARLY RELEASE

SYMBOLS USED ABOVE: CS—CinemaScope, DC—Deluxe Color, EC—Eastman Color, RE—Reissue, SS—Superscope, TC—Technicolor, VV—VistaVision, WC—WarnerColor—Name of country, other than U.S.A., indicates import.

ONLY **35** DAYS *(and nights)*

till **MATURE** starts

carrying the torch

for **EKBERG!**

“**ZARAK**”

CINEMASCOPE

COLOR BY
TECHNICOLOR

A WARWICK PRODUCTION

Reserve It Now for New Year's Eve...from **COLUMBIA**

MOTION PICTURE

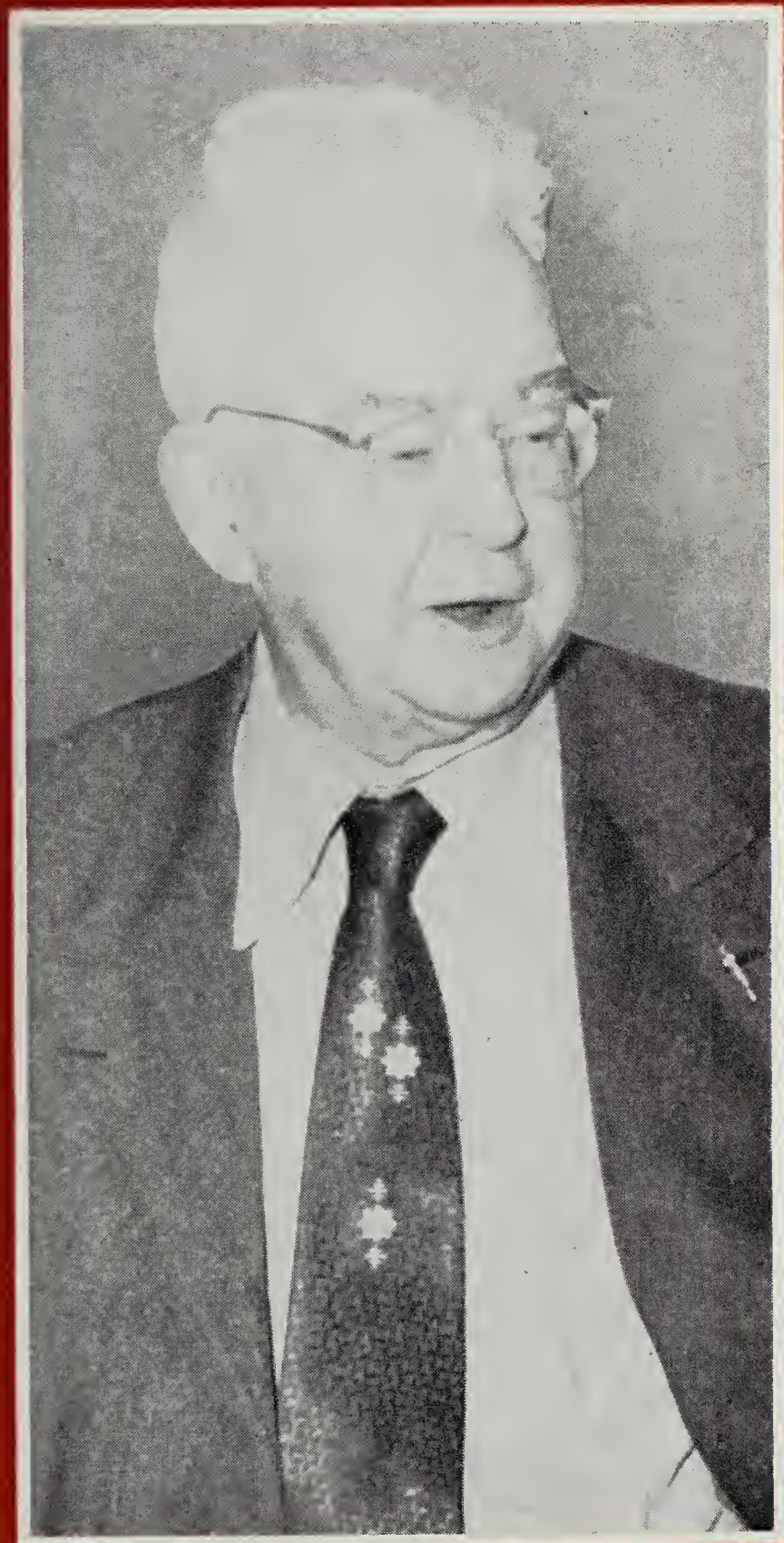
EXHIBITOR

DECEMBER 5, 1956

VOLUME 57

NUMBER 8

IN TWO SECTIONS • THIS IS SECTION ONE



Only Movies

Can Sin

editorial

**Allied To Meet
With COMPO**

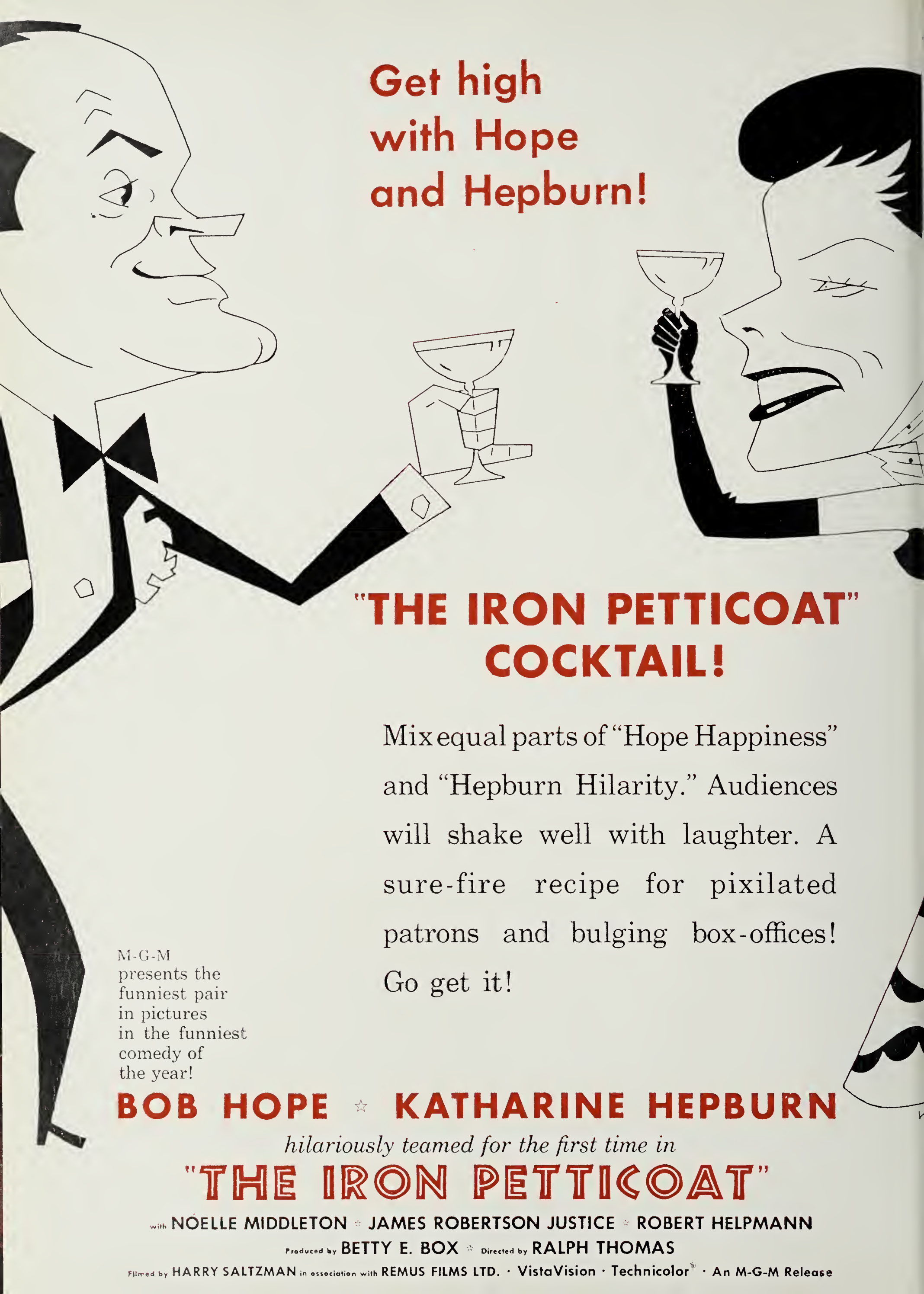
(page 9)

**Takiff Resigns
Pioneer Post**

(page 22)

AND FEATURING: PHYSICAL THEATRE

← Colonel H. A. Cole, National Allied leader since the group's founding 20 years ago, was honored last week at the exhibitor organization's Dallas convention.



**Get high
with Hope
and Hepburn!**

**"THE IRON PETTICOAT"
COCKTAIL!**

Mix equal parts of "Hope Happiness" and "Hepburn Hilarity." Audiences will shake well with laughter. A sure-fire recipe for pixilated patrons and bulging box-offices! Go get it!

M-G-M
presents the
funniest pair
in pictures
in the funniest
comedy of
the year!

BOB HOPE ☆ **KATHARINE HEPBURN**

hilariously teamed for the first time in

"THE IRON PETTICOAT"

with **NOËLLE MIDDLETON** ☆ **JAMES ROBERTSON JUSTICE** ☆ **ROBERT HELPMANN**

Produced by **BETTY E. BOX** ☆ Directed by **RALPH THOMAS**

Filmed by **HARRY SALTZMAN** in association with **REMUS FILMS LTD.** • VistaVision • Technicolor[®] • An M-G-M Release

From KAMSACK, SASK., CAN.

I hasten to mail remittance for the continuation of MOTION PICTURE EXHIBITOR.

If this trade weekly contained only your editorials, readers would still be getting a bargain at your current nominal subscription rates. However, I look forward to everything your valued paper contains, even the advertisements. I feel that the alternating SERVESECTIONS are most excellent, and I am not forgetting the periodic Check-Lists of old movies now in TV Channels.

(Then follows two paragraphs of comment on CinemaScope trailers and wide screen projection.)

When I started to write, I had no intention of being so lengthy. So please forgive me.

Looking forward to each weekly issue of MOTION PICTURE EXHIBITOR.

BRUCE ELVES
Elite Theatre

EDITOR'S NOTE: Guess you are right about the editorials that click with theatremen, for each new week's thoughts or facts seem to be greeted with literally scores of letters. We can't publish all of them, much as we might like to do so. We just singled out Mr. Elves because of his currently very popular name, and we do hope that all others will understand that we get an equal "boot" out of their most helpful comments, criticisms, and suggestions.

From RICHEY, MONT.

I enclose a check in the amount of \$10 for which please send me complete back files of the pink "Servisection" for as many seasons as possible prior to the end of August, 1955. I have the 1955-56 season complete, and the 1956-57 season to date.

I have been a subscriber to MOTION PICTURE EXHIBITOR for several years, and consider it one of the best, that I wouldn't be without. However, many of my individual review sections have been lost. Can you help?

HAROLD GOULDING
Richey Theatre

EDITOR'S NOTE: Complete seasons have been shipped, all the way back to that of 1948-49. But we only charge 52 cents per season, so Mr. Goulding is also getting plenty of "change."

From NELIGH, NEB.

Thanks for the honor of being featured on your Editorial Page. When I wrote my letter, I just had to cry on someone's shoulder, and I felt that you might understand.

I do think that a lot of our troubles could be ironed out if the District Managers would come into the territory and talk things over with exhibitors.

We happen to be in the middle of a drought area. There just isn't the money to spend here that there used to be. But film companies look at the top film prices we have always paid and still expect us to pay the same, regardless of whether the money

Letters . . .

UNSOLICITED • The letters from readers which appear on this page are not solicited. MOTION PICTURE EXHIBITOR does not suggest questions to readers in order to provide a flow of letters.

is here or not. I get so riled up when I see the way we are getting pushed around that it's made an old woman out of me.

MARJORIE (Mrs. Walter B.) BRADLEY
New Moon and Starlite Drive-In

EDITOR'S NOTE: This is just the kind of condition that we have pointed to editorially as a spawning ground for lawsuits. If Mrs. Bradley could find an excuse no one could blame her very much. And we don't question that any District Manager who did get out to Neligh and see for himself would give the Bradleys a break.

From WASHINGTON, D. C.

I am in a quandary, as to whether the Sindlinger and other surveys, which indicate that a large portion of the people attracted to see a particular motion picture are induced to attend by reason of having seen the trailer, is, of itself, a good or a bad indication. If so much of our total audience for any picture is limited to those who have attended the week before, then attendance each week would necessarily become progressively less until it reached the vanishing point.

In spite of the fact that I am wholeheartedly in favor of the use of trailers in our particular theatres, it often happens that a trailer on a hit picture may have been shown to very scanty audiences the week prior to its engagement. Yet, when that picture plays, it often attracts 10 or more times the number of people who attended when the trailer was being shown. Doesn't that in itself disprove the surveys?

LLOYD G. WINELAND
Wineland Theatres (8)

EDITOR'S NOTE: A nice question! But obviously trailers can only apply to regular repeat customers. When you play your "hit" you must be getting nine or more strangers or casual patrons for every regular repeat one. That is what makes a hit. We are pretty certain that, however devised, the surveys related to average audiences of possibly one half regulars and one half casuals. And, believe us, there are far more of these averages nowadays than there are of hits.

Don't forget that, while all surveys agree, they were assembled by such divergent interests as Woman's Home Companion, National Theatres Circuit, Sindlinger, etc.

From LAKE CITY, MINN.

Your notification that I had won SHOWMANSHIP SWEEPSTAKES contest 71, complete with your check in the amount of \$100, was received with mixed emotions: gratitude and satisfaction at being part of

the great motion picture industry, in which there is a great magazine like MOTION PICTURE EXHIBITOR sponsoring such an unusual, valuable contest; and surprise that I have been able to gain the measure of success that has come to me.

By coincidence, it is one year to the day since your Nov. 9, 1955 issue described my "Graphic Night," winning entry for contest 19. Since then, my "Golden Anniversary" entry was a second place runner-up in your June issue, so I must testify to the fact that consistency of effort really pays off.

When I get my Achievement Citation, you may be sure it will occupy a position of honor in a glass frame on the wall above my office desk. And I certainly intend to record these happy events on film for posterity.

(MRS.) FLORENCE E. FICK
Hollywood Theatre

EDITOR'S NOTE: Winning twice with a 450-seat theatre that gets a 50 cent admission price certainly proves you are using brains and not a big budget. It also proves that SHOWMANSHIP SWEEPSTAKES is the great equalizer of all types and sizes of theatres, where only showmanship wins.

From NEW YORK, N. Y.

Nothing in this office is more valuable to us than these annual Booking Calendars which we've been getting from you for so long a period. Fact is, we're not sure we'd know what year it was, let alone anything else much, without MOTION PICTURE EXHIBITOR each week and your Booking Calendar each year.

JESSE ZUNSER
Executive and Motion Picture
Editor . . . Cue Magazine

EDITOR'S NOTE: Well! Thank you, Mr. Zuser! Our 1957 BOOKING CALENDAR has been set and proofread and is now on press. We have also invited every theatre in the U.S.A. and Canada, whether a subscriber or not, to order a copy if it can be of service. In accordance with your request, your copies will be shipped at the earliest date of availability.

From PETERSBURG, VA.

I consider your annual BOOKING CALENDAR to be one of the most essential items in my office each year. The current one is a beauty. Thanks for supplying one to each of the seven theatres in my district.

ALBERT BERNSTEIN
Neighborhood Theatres

EDITOR'S NOTE: You are certainly welcome. For many, many years this BOOKING CALENDAR has been forwarded to any theatre requesting one, whether it is a subscriber to MOTION PICTURE EXHIBITOR or not. With all of your theatres subscribing, it is our pleasure.

START THE **NEW YEAR WITH** **PARA**



THE STORY

...a giant
adventure of
the Southwest's
most exciting
days...

Three Wild



also co-starring

FORREST

BRUCE

TICKER · RENNETT

with

Produced by

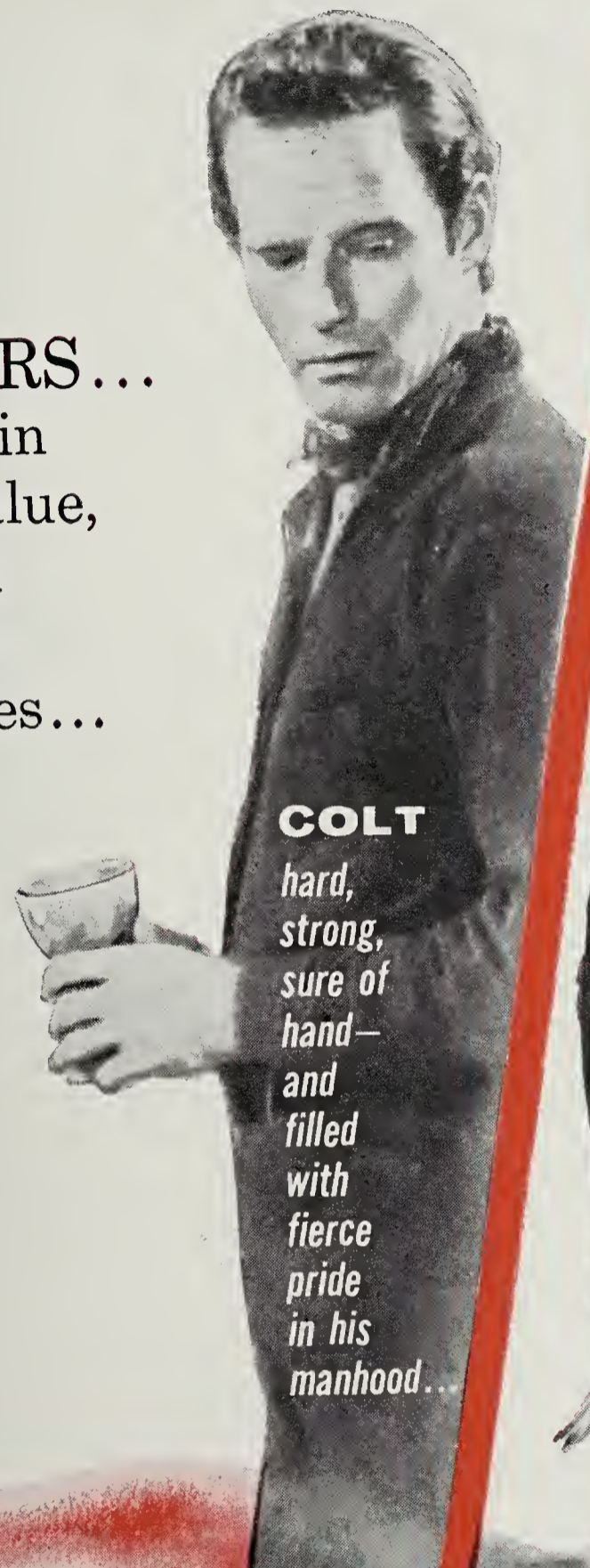
Directed by

Screenplay

FLAINE STRITCH · HIGH BROWN · RICHARD MATÉ · JAMES EDWARDS

WINT'S FAST-PACED FIRST FOR '57!

THE STARS...
...timely in
...arquee value,
...great in
...colorful
...performances...



COLT
*hard,
strong,
sure of
hand—
and
filled
with
fierce
pride
in his
manhood...*



LORNA
*a wife
not easily
mastered
...who
swore
she'd
never
bear
Colt's
son...*



CINCH
*a young
rebel
living for
revenge,
feeding
his
twisted
fury on
hate...*

Went People

CHARLTON Starring ANNE

HESTON · BAXTER

GILBERT co-starring TOM

ROLAND · TRYON

VISTAVISION
MOTION PICTURE HIGH-FIDELITY
TECHNICOLOR®



THE SIT-IN-THE-SEAT TEST

SOME THINKING by Hugh McLachlan, of the Y and W Circuit, Indianapolis, and part of his speech delivered at the recent Columbus convention of the Independent Theatre Owners of Ohio, is worthy of note. Having gained attention with the question: "How many of you theatre-men are driving a 1945, or older, automobile?" Mr. McLachlan proceeded to reason that chairs and other theatre equipment equally old were just as outmoded.

He then suggested the "sit test". It was his opinion that every owner should journey to each of his theatres and actually "sit in" one of his own seats throughout a full

two hour or longer show. Only through such a two hour or longer test can he be certain that: (1) the seats are comfortable; (2) the seat spacing is adequate; (3) the sight lines are good; (4) the screen lighting and image are sharp; (5) the sound is good; and (6) the atmosphere smells and feels completely comfortable. And if any owner gets up at the end of the test feeling he has been through an ordeal, instead of an enjoyable evening, then his theatre has flunked.

Try it out, and see for yourself.

Would you come back to your theatre?

ONLY MOVIES CAN SIN

WE SOMETIMES WONDER where the good moralists are looking when people and companies outside of this business actually break the rules of decency and good taste, or skirt the edges in an obvious effort to take advantage of "the edge"? It certainly seems that is the time when they get "ahint the door" and look the other way.

Apropos of the actual breaking, we have in mind the recent TV broadcasting of "BORN YESTERDAY" on a Sunday evening at 7:30 p.m. (the children's hour in most living rooms, and Vespers in some churches) complete with its broad stage play references to cohabitation, kept women, and licentiousness. As we remember it, this TV version was just about the way the show played Broadway, except for some blasphemous and vulgar language deletions. Columbia's motion picture of the same name was completely rewritten and watered down, but it still got a "B" (objectionable in part for all) from the Legion of Decency. Except for some TV columnists in the lay press, we have yet to read a word of censure about this really objectionable TV offering that, according to TV statistics, some 60,000,000 Americans (mostly children) were exposed to without an admission price, a trolley car ride, or any other cost or inconvenience.

Could it be that the good moralists were all at Vespers that night?

And on the subject of skirting the edges, we wonder whether the people who criticize film ads so bitterly are completely oblivious to the well turned out, sexily equipped young ladies that share nearly all General Motors ads with that "Body by Fisher" slogan? Do we have a dirty mind because we have always looked at the "babe" as well as the Buick, and marveled at Mr. Fisher's dexterity with body making? Or isn't that

what General Motors wanted us to do?

Then there was an announcer between rounds of the fights on TV the other night who was doing his best to convey the uses and attributes of Mennen's Skin Bracer. A slinky blonde in a low cut "backless" walked between announcer and camera and the former stopped talking and followed the "slink" with covetous eyes. Then a voluptuous brunette in an equally décolleté "sheath" wagged her hips between announcer and camera to the second accompaniment of the stop and the look. And as the "pitch" reached its conclusion the blonde and brunette descended on the lucky announcer and kissed his "skin-bracer" face. Are we sexy because we feel that Mennen's was using these babes to convey the impression that babes generally would "go for you" if you used their skin bracer? The announcer said so, and while we're not silly enough to believe that some old stink will make babes flock to just anybody, that is what Mennen's meant, isn't it?

Or there is that ad in Life Magazine by some company that makes chests of silver. The illustration is a "chesty" brunette, who we suppose has on a strapless evening dress because there is no dress showing around the edges of the chests of silver, but who says in big type: "I could be nice to a man who gave me silver!" Does that mean that someone that young and that sultry is going to be nice to me if I do? Huh?

But we keep reading about all of these good people who find it makes good copy to lather the movie ads for not being actual, and "honest," and less "lurid." A William H. Mooring, who has been making his living for many years out of not liking movies, and saying so weekly in his syndicated column in Catholic newspapers, recently tore his hair shirt with: "After years of lonely effort and hoarse shouting against dirty and dishonest

film advertising, it is nice to feel no longer alone." He then welcomes aboard such a strange bedfellow as Bosley Crowther, whom he has castigated in the past (and often with good reason) for his praise of "salty" or "naturalist" French and Italian films. A couple of newspaper ad managers have enjoyed headlines by threatening to "throw movie ads out," when everyone in the business knows they have the right to censor each and every ad they run. And an itinerant advertising "consultant" named Bedell, writing in his trade paper, *Advertising Age*, enjoyed a sophomoric binge in which he "thinks" that movie ads are written "in a cubicle of some kind, with a bottle of absinthe and a bag of colored crayons and a stack of 'filthy pictures' from Paris."

Whether Mooring, Crowther, headline-hunting newspapermen, Bedell, or hosts of other good moralists (and

immoralists), they climb "ahint the door" when General Motors, Mennen, some silver company, and all used car dealers exaggerate. But not when a tiny silhouette drawing of a woman is used in a movie ad. Or when "The King" is arted up to put his arm around the "and I," when he doesn't actually do this in the movie.

It seems that imagination and exaggeration are permitted in all advertising except that dealing with movies. Only in movies, it seems, have we suddenly repealed the old rule of Caveat Emptor. Make "actual" and "honest" the measuring rods for all advertising and few automobile ads will ever see the light of day. And *no* used automobile ads! Was there ever a used car that wasn't being given away at "less than wholesale?"

Listening to our detractors, one would think that only movies can sin.

And only movies can never be right!

WATCHDOG NEEDED

WHILE IT ISN'T NEW for the motion picture industry to be "Public Whipping Boy No. 1," and while we have been prone to accept the oft repeated "Motion picture business is everybody's business," there are times when some all-industry public relations group should speak up and demand a correction, when slurs at our industry are due to misunderstandings or misconceptions of facts. We seem to do enough that is subject to censure, without allowing the published slurs to pile up for something we don't do.

A current case in point is the Nov. 20 headline in the *New York Herald Tribune*: "FEWER FILMS FOUND TO BE INDECENT." This headline with its presumption of indecency was written by the newspaper itself to cover a story in which Bishop Scully of Albany, N. Y., made his annual report on Legion of Decency activities to the Catholic Bishops of the United States. The actual release from the National Catholic Welfare Conference which we have before us does not make this statement. In all fairness to the N.C.W.C., it quotes Bishop Scully as saying "the number of films in the *objectionable classification* showed a decrease." What the newspaper didn't bother to ascertain, and a prime example of either careless or sloppy reporting, is just what constitutes Legion of Decency "objectionability" in addition to "indecency". For the benefit of this newspaper, and for the record, we would like to quote just a few of the reasons that the Legion of Decency has given in the past for an "objectionable classification":

1. "Methods of crime too minutely detailed."
2. "Insufficient retribution for crime committed by one of the principals."
3. "Light treatment of marriage."
4. "Reflects the acceptability of divorce."
5. "Tendency to create sympathy for euthanasia."
6. "Suicide in the plot solution."
7. "Atmosphere of suggestiveness."
8. "Tends to glorify a criminal."
9. "Tends to condone illicit actions."
10. "Tends to confuse superstition with religion."
11. "Plot solution involves a series of untruths which are presented as ethically justifiable."
12. "Film contains story elements susceptible to cou-

veying inpressionious misrepresentative of Catholic doctrine."

These are just a few, but rather common, reasons easily observable by turning to almost any page of "classifications" by the Legion of Decency during the past 20 years; and while we believe they are entitled to their viewpoint as it applies to the particular religious group, we don't believe that Bishop Scully himself would consider all of the above as reflecting "indecency".

But Bishop Scully didn't write that headline. And neither did the Catholic news bureau furnish it. Some headline writer was either misinformed on Legion of Decency yardsticks or deliberately cooked up what he thought would be a readable headline—at the industry's expense.

Our big question is, did any industry "watchdog" protest it, or draw it to the attention of the particular newspaper's top management, or to the top management of other newspapers, so it won't happen again?

And, incidentally, just to make matters worse, the particular *Herald-Tribune* story also boasts of a completely garbled rewrite of the balance of the release. Where the release states very plainly that: "During the past year the Legion reviewed and classified 328 motion pictures of which 269 were domestically made" and that 62 of these latter were found "objectionable in part" and one actually "condemned", the newspaper states that: "During the past year the Legion classified 92 American-made films as objectionable and condemned four." Checked against the release it is obvious that a careless rewrite picked up and intermixed data from an earlier contrast year as current fact. And we suppose equal carelessness resulted in this news story's spelling of God with a lower-case "g".

Whether carelessly, accidentally, sloppily, or on purpose, somebody has "goofed". This isn't the first time we've noticed it, and across all of the newspapers of the U.S.A. and Canada similar "goofing" seems to be a very common occurrence. Spell "Coke" or "Vaseline" in a news story without the capital letter and quote marks, and you receive a letter from a lawyer straightening you out. Shouldn't this industry have similar "watchdogs"?

Jay Emanuel

A JAY EMANUEL PUBLICATION. Founded in 1918. Published weekly by Jay Emanuel Publications, Incorporated. Publishing office: 246-248 North Clarion Street, Philadelphia 7, Pennsylvania. New York: 229 West 42nd Street, New York 36. West Coast: Paul Manning, 8141 Blackburn Avenue, Los Angeles 48, Cal. Jay Emanuel, publisher; Paul J. Greenhalgh, general manager; Albert Erlick, editor; George Frees Nonamaker, feature editor; Mel Konecok, New York editor; Arnold Farber, Physical Theatre and Extra Profits departmental editor; William Haddock, associate editor; Albert J. Martin, advertising manager; Max Cades, business manager; Leo Maestriepieri, circulation manager. Subscriptions: \$2 per year (52 issues); and outside of the United States, Canada, and Pan-American countries, \$5 per year (52 issues). Special rates for two and three years on application. Entered as second class matter at the Philadelphia, Pennsylvania, post office. Address letters to 246-48 North Clarion Street, Philadelphia 7, Pennsylvania.

BROADWAY GROSSES

(As of this Monday)

"Teahouse" Draws Crowds

NEW YORK—With the exception of Radio City Music Hall, where MGM's "The Teahouse Of The August Moon" opened big, and the Roxy, where Warners' "Giant" showed staying power in its eighth week, the Broadway first-runs were suffering a post-Thanksgiving slump.

According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the breakdown was as follows:

"Love Me Tender" (20th-Fox). Paramount (\$45,000)*—Third week and only \$20,000 anticipated.

"Giant" (Warners). Roxy (\$40,000)—Eighth week heading toward fine \$60,000, with Thursday through Sunday accounting for \$48,000. Ice show on stage.

"The Teahouse Of The August Moon" (MGM). Radio City Music Hall (\$144,000)—Opening week exceeds \$167,000, with Thursday through Sunday reported at \$107,000. Christmas stage show.

"The Opposite Sex" (MGM). Capitol (\$49,000)—Down to \$20,000 on third week.

"Teenage Rebel" (20th-Fox). Globe (\$14,800)—Only \$8,000 in sight for 3rd week.

"Oklahoma!" (20th-Fox). Mayfair (\$15,000)—Dropped to \$10,500 on fifth week.

"The Mountain" (Paramount). Astor (\$29,000)—Dropped to \$15,000 for 3rd week.

"The Solid Gold Cadillac" (Columbia). Victoria (\$20,400)—Down to \$18,000 for sixth week.

"Julie" (MGM). Loew's State (\$28,700)—Second week dropped to \$23,000.

*Figures in parentheses are 1955 weekly averages based on MOTION PICTURE EXHIBITOR reports.

N. Y. Variety Reelects Klein

NEW YORK—Harold Klein was last week reelected chief barker of Variety Club of New York, Tent 35, at a meeting held at Toots Shor's Restaurant. Others named to office were Richard Brandt, first assistant; Larry Morris, second assistant; William Bower, property master; and Jack H. Hoffberg, dough guy. David A. Levy and Morris Sanders were named lifetime honorary canvassmen.

Canvassmen elected were George W. Brandt, Charles Alicoate, Irving Dollinger, Sherwin Kane, Martin Kornbluth, Jack Levin, Martin Levine, Ira Meinhardt, Charles L. Okun, David Picker, Harold Rinzler, Jack Rosenfeld, Burt Robbins, Ernie Sands, Cy Seymour, Robert K. Shapiro, Spyros S. Skouras, Charles Smakowitz, Morton Sunshine, Saul Trauner, and George Waldman.



Spyros P. Skouras, left, head, 20th-Fox, recently accepted from Father James Keller, founder, The Christophers, an award honoring the company's production of "The King And I." The award was made at a reception held at the Waldorf-Astoria Hotel, New York.

Reade Sues Distributors

NEW YORK—Walter Reade Theatres last fortnight filed an \$1,200,000 anti-trust suit in U. S. District Court on behalf of its Woodbridge Drive-In, Woodbridge, N. J., against Loew's, Inc., Loew's Theatre and Realty Corporation.

The suit claims the major distributors and their former theatre operating affiliates have refused to make certain runs available to the drive-in since 1948, charges discrimination in favor of Loew's area theatres, and names these firms as co-conspirators.

Republic Dividend Declared

NEW YORK—A regular dividend of 25 cents per share on preferred stock, payable Jan. 2, 1957, to stockholders of record as of the close of business on Dec. 10, 1956, was declared by Republic.

Lapkin Appointed SW First Vice-President

NEW YORK—The election of Nathaniel Lapkin as first vice-president of Stanley Warner Corporation by the board of directors was announced last week.

As an officer and member of the board, Lapkin has been a key figure in the expansion and diversification of Stanley Warner Corporation, having been prominent in the negotiations which led to the creation of its Cinerama division and the purchase of International Latex Corporation by the company.

When Cinerama became one of the subsidiaries of Stanley Warner, he added Cinerama production to his other duties and supervised the making of "Cinerama Holiday" and "Seven Wonders Of The World," both highly successful presentations, and is presently handling the fourth Cinerama in production, the Lowell Thomas picture, "Search For Shangri La."

Lapkin, a graduate of Columbia College, entered the real estate business, became a vice-president of Albert M. Greenfield and Co., national real estate and private banking firm, and was active in legitimate and motion picture theatre financing and reorganization.

Before Pearl Harbor he volunteered for active naval duty, entering the service as a Lieutenant and while on active duty for 62 months, achieved the permanent rank of full Commander.

Upon demobilization in 1945, he joined Fabian Enterprises, became an officer and director, and played a major role in the negotiations which led to the purchase by the Fabian interests of the Warner family holdings in the Warner theatre circuit.



The NEW YORK Scene

By Mel Konecuff

INDEPENDENT PRODUCER Marcello Girosi, who has made a number of features in Italy, reported that exhibitors all over the world still come through with the same old query, "Who's in it?", when inquiring about a film. This not only holds true for exhibitors but for financial institutions and for distributors with whom he would make a deal to handle the pictures he makes.

This traditional question is causing quite a stir in Italian production circles because he feels there is a dearth of talent in front of the cameras and in back of them, and it would be wise for the Italian industry to attempt to develop a program of seeking out and establishing newcomers, giving them a chance to make the grade. This shortage is causing more delays in picture-making than is a shortage of funds. It seems that when acting talent becomes as big as Gina Lollobrigida or Sophia Loren, they become too expensive for local producers or they sign with American or other film-makers.

He reported that theatre biz is not too hot in Italy, with the in-between film practically finished. Either the films are a tremendous hit or they are big flops. The epic isn't the answer, necessarily, because it can be a loser, too. TV has taken hold there as it did in the U. S. in the early days, with TV parties being held in many of the homes where there are sets. Theatres have put sets in lobbies or they throw the programs on their screen when they are particularly popular. Good pictures, however, still do the business.

Girosi opined that IFE here went out of business because the majority of Italian film producers refused to support the organization which had a policy of refusing to grant them advances on their product as did other distributors in the U. S. They felt they could do better on their own. As for widespread distribution of Italian films in the U. S., Girosi didn't think this was feasible as yet because the market for such films has yet to be firmly established.

The producer was in this country to discuss, among other things, the release of "The Monte Carlo Story" with United Artists officials, which should take place in the spring. It was the first film to be made in Technirama, the new process engineered by

(Continued on page 24)

I N D E X

VOLUME 57, NUMBER 6 DECEMBER 5, 1956

SECTION ONE

LETTERS	3
EDITORIALS	6
THE NEW YORK SCENE	
BY MEL KONECOFF	8
THE INTERNATIONAL SCENE	26
SHOWMANSHIP SWEEPSTAKES	28
NEWS OF THE TERRITORIES	31
PHYSICAL THEATRE	PT-1—PT-16

SECTION TWO

THE SERVICESECTION	SS-1—SS-8
(The Yellow Check-Up)	

Allied's Col. Cole Honored At Dallas Meet

Convention Urges High Level Conferences; Circuit Entry Into Production Favored; Sex Pictures, Lurid Ads Hit

DALLAS—The 1956 convention of National Allied at the Statler Hilton Hotel last week was highlighted by an industry-wide tribute to Colonel H. A. Cole for his 40 years of devotion to the motion picture business and his years of leadership with Allied States Association. The convention was also marked by, in the words of general counsel Abram F. Myers, "the passage of more resolutions, and more constructive ones" than ever before.

Of prime importance was the resolution proposing that Allied, with or without the cooperation of TOA, initiate negotiations with the film companies on an arbitration system built on recommendations by the Senate Small Business Committee. The failure of distribution to provide leadership in bringing forth industry harmony was deplored and high level conferences were urged.

The organization encouraged MPAA efforts to build sagging boxoffice returns and called on that group to work with exhibitors through their established organizations. MGM was requested to abandon its "no look" policy established in the selling of "I'll Cry Tomorrow" and "High Society," and other companies were asked to give up rigid policies and provide branch managers with authority to set rentals on the basis of ability to pay. The convention condemned the alleged practice of distributors of failing to provide pictures to some exhibitors on their established availability and called for more prints where needed.

The Allied board was empowered to study means of establishing legal clearances for theatres over free TV showings, with Allied seeking a minimum of five years between the last theatre showing and the first TV exhibition.

Cole and Elmer Huhnke, treasurer, Allied of Iowa-Nebraska, both criticized the current trend toward consolidation of exchanges in distribution's current streamlining trend. Recognizing the need for economies, the delegates urged companies to consult with theatremen organizations before closing exchanges or cutting sales forces.

The organization's previous stand in favor of film production by former divorced circuits was reaffirmed and the Justice Department was asked to grant necessary approval under proper safeguards. Another resolution petitioned the government and Congress for tax relief for small businesses by cutting the excess profits tax for such enterprises from 30 to 20 per cent, liberalizing depression allowances, and allowing estates of small businessmen to pay estate taxes over 10 years.

In other action, the convention commended the work of the committee against toll-TV, paid tribute to the late Alfred Starr, asked TOA to name another member to the committee which had comprised Starr and Trueman Rembusch. Sex

Schary To Leave MGM Head Production Post

NEW YORK—Loew's, Inc., producers of MGM Pictures, last week announced the termination of the services of Dore Schary as production head of the MGM Studios.

Schary will remain with the company until the end of the year in order to complete production of "Designing Woman," it was said. Schary has been associated with the studios since July, 1948.

Announcement of future MGM studio operations will be made by Joseph R. Vogel, newly elected president of Loew's, Inc., who left for Culver City, Cal.

ABC Signs Sinatra

NEW YORK—Leonard Goldenson, president, AB-PT, announced last week that Frank Sinatra has signed an exclusive appearance contract with ABC-TV calling for the performer's weekly half-hour program as well as his starring on two one-hour specials for each of the next three years.

ABC thus acquires his exclusive services except with respect to motion pictures.

U-I Dividend Set

NEW YORK—The board of Universal Pictures Company, Inc., at a meeting last week, declared a quarterly dividend of 25 cents per share and an extra dividend of 25 cents per share on the common stock of the company, payable on Dec. 28 to stockholders of record at the close of business on Dec. 14.

pictures and misleading advertising were strongly denounced by the delegates, and an appeal was issued to MGM and Warners to make two separate trailers for their films, one for sophisticated city audiences, and another for small towns. It was hoped that other companies would follow if these two would lead.

Albert E. Sindlinger, industry research analyst, told the delegates that "there is nothing wrong with the movies," citing statistics that showed 98 million people in the country considered going to the movies in a recent week, but only 34 million actually attended. The others could find nothing they cared to see. Sindlinger said the latter group must be stimulated into theatres, claiming that exhibitors' problems would be solved if an additional 10 million per week would be convinced to translate their desire into action.

An equipment report was delivered by Hugh McLachlan, chairman, Allied equipment standardization committee. He reported on newest projection advances and other technical innovations. Jack Braunagel addressed the delegates on a contemplated production program by Jack Broder of 10 family pictures for 1957, with a goal of 1,500 to 2,000 signed exhibitor contracts in advance. Cowboy star Roy Rogers also appeared.

Board Action Includes Naming Myers, Rembusch, And Snaper To Meet With COMPO, Settle Differences

DALLAS—National Allied head Ruben Shor, at a board meeting at the Statler Hilton Hotel, Dallas, appointed a committee comprising Abram F. Myers, general counsel and board chairman, Trueman T. Rembusch, and Wilbur Snaper, to see what had to be done to heal the Allied-COMPO breach. They will meet with COMPO representatives on Dec. 10 in Washington and report their findings to Allied's board when the directors hold their annual meeting in Cincinnati on Feb. 1-2.

The Allied Board decided to appeal to the film companies to assure exhibitors "a fair clearance" before selling their backlogs to television. It was suggested that there be a lapse of at least five years between the time a film goes into national release and its sale to TV.

A resolution which committed Allied to go along with any effort directed to complete elimination of the federal admission tax was passed by the board.

No action was taken on a proposal that a committee be named to explore the possibilities of an amalgamation of Allied with "another exhibitor organization," presumably the Theatre Owners of America.

The board reaffirmed its stand on the Fulbright Bill, which would give corporate tax relief to small business.

At an extra session of the Allied board the matter of "a possible merger between Allied and TOA" was discussed further and the board decided that "the time was not ripe for any action looking to amalgamation with any other organization. Meantime, the explorations in search of common ground and experiments with cooperative action will continue."

The board left the matter of appointing a committee to explore the arbitration issue up to Ruben Shor. He said any committee he might see fit to appoint for the purpose would make it its business "to probe arbitration questions" as well as "study the various drafts and come up with some suggestions." Shor added that this action of the board did not mean that Allied had altered its stand on arbitration one bit. Allied all along has held out for "all-inclusive arbitration" which would include the arbitration of rentals, he said.

An Allied of Ohio resolution calling for the production of more "family type" pictures was endorsed by the board. The board left to Shor the decision on the site and date of the 1957 convention. Shor stated that he would "definitely" not serve as Allied head for a third term.

Meanwhile, it was announced that a COMPO committee including Emanuel Frisch, chairman, William C. Gehring, and Sam Pinanski would meet with the above-named Allied group to discuss ways of settling differences and bringing Allied back into the COMPO fold.

Stellings, TOA Head, Tells Exhibs That All Branches Must Cooperate

CHARLOTTE—Howard McNally, Fayetteville, N. C., was elected president; Bob Bryant, Rockhill, S. C., first vice-president; and Harold Armistead, Easley, S. C., second vice-president, at the 44th annual convention of the Theatre Owners of North and South Carolina held here last week.

New directors are R. E. Angle, R. L. Baker, H. E. Buchanan, Frank Beddingfield, George Carpenter, J. B. Harvey, W. H. Hendrix, R. T. Howell, Sam L. Irvin, Wade McMillan, Haywood Morgan, Hugh Smart, Roy Helms, Ernest G. Stellings, and J. K. Whitley. Mrs. Lucille Price was reelected executive secretary.

In his address to the convention, TOA head Stellings said, "... a reconciliation of the differences that exist between the various segments of this business must be resolved before other things can be accomplished. It is for the purpose of crystallizing this effort that I will spend the next few days in New York in conference with the heads of the national producing and distributing companies.

"If exhibition is to be profitable," he continued, "then exhibition must work with production and distribution. And this is most important—if exhibition is to have sufficient money with which to provide the theatre-going public with comfortable, clean, modern theatres, then exhibition must make a profit on its operations. . . . Exhibition has a further responsibility. If we, as exhibitors, are to be supplied enough good pictures, we must return to production and distribution sufficient revenue to make possible the production and distribution of good product to attract people to our theatres and thereby make exhibition profitable and provide money for the creation of product for future releases.

"When this entire problem is considered from this viewpoint it is easy to recognize the necessity for each branch of this business to cooperate with the other branches."

The TOA head said he had been immeasurably encouraged by the attitude expressed to him by distribution. He reported that all-industry proposals to increase box office returns have not developed to the point where they are a definite program, but expressed the belief that out of the TOA and MPAA projects will come a single advertising, publicity and promotion drive for next year.

He declared that the TOA believes the industry needs an arbitration and conciliation program, and said TOA plans a public relations and publicity campaign designed to create better relations with the general public for theatres and attractions.

Stellings said that TOA will continue its efforts to encourage the production of more good pictures and pointed to plans to increase the flow of releases by several companies. He predicted that TOA will accomplish many of its aims by the end of 1957.

W. C. Gehring, 20th-Fox vice-president, told the convention that "we are facing a

COMPO Brief To Seek Federal Tax Repeal

WASHINGTON—It was learned last week that Robert Coyne, COMPO special counsel, had cancelled his scheduled appearance before the Ways and Means subcommittee and that COMPO's petition asking repeal of the excise tax on motion picture theatre admission tickets would be presented in the form of a brief.

Coyne is attending the Forand Committee sessions in a spectator capacity. He said that "the impact or oral statement appears not to be as great as in normal and less-hurried examination."

20th-Fox Earnings Slip From 1955 Figures

NEW YORK—Twentieth Century-Fox Film Corporation and wholly-owned subsidiaries last week reported consolidated earnings of \$3,182,099 for the 39 weeks ended Sept. 29, 1956. This amounted to \$1.20 per share on the 2,644,486 shares of common stock outstanding, as compared with earnings for the 39 weeks of 1955 of \$4,446,851 or \$1.68 per share on the same number of shares.

The earnings for the third quarter amounted to \$1,025,429, equal to 38 cents per share, compared with \$1,656,051 for the third quarter of 1955, equal to 62 cents per share. The earnings for the second quarter ended June 30, 1956, amounted to \$1,695,931 equal to 65 cents per share.

It was also announced that a quarterly cash dividend of 40 cents per share on outstanding common stock had been declared payable Dec. 27 to stockholders of record on Dec. 10.

Brandt Chairs Durante Tribute

NEW YORK—Harry Brandt, head, Brandt Theatres, will serve as chairman of the coordinating committee of the entertainment industry tribute to Jimmy Durante sponsored by the Jewish Theatrical Guild of America. The affair will be held at the Waldorf-Astoria Hotel on March 17.

Trans-Lux Dividends Up

NEW YORK—Percival E. Furber, chairman of the board, Trans-Lux Corporation, announced that a 20 cents dividend has been declared for 1956, payable Dec. 20 to stockholders of record as of Dec. 12.

Trans-Lux has recently been paying a 15 cents dividend annually.

whole new world brought about by free home television. The only way we can compete against it for the entertainment dollar is through superior motion pictures." He also urged the formation of one exhibitor organization.

The convention closed with the President's banquet which featured the crowning of "Miss Film Row, 1957," Mary Ellen Furr, an employee of Universal exchange.

WB Answers Legion On 'C' For 'Baby Doll'

NEW YORK—The following statement was issued by Warners with regard to the Legion of Decency's action condemning the motion picture, "Baby Doll."

"Our agreement with Newtown Productions called for the delivery to us of the motion picture 'Baby Doll' produced and directed by Elia Kazan from an original screen play by Tennessee Williams, respected and experienced craftsmen whose artistic talents and integrity are well known.

"'Baby Doll' has been given the customary code seal of approval by the Motion Picture Association. It has been shown at special previews to leading creative talent of the theatre and screen, to exhibitors and to representative members of the press and various organizations, eliciting highly favorable reactions.

"These advance comments acclaim 'Baby Doll' as a motion picture which in story, direction and acting provides superior adult entertainment. We expect that the public will concur with these authoritative opinions."

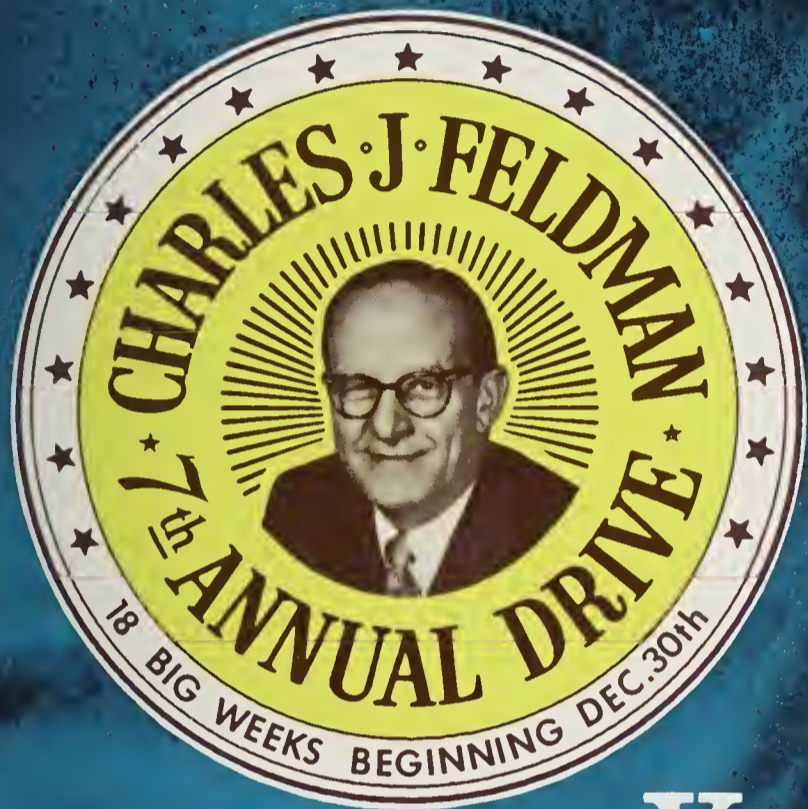
Legion Charges Violation Of Code Provisions

In its statement condemning "Baby Doll," the Legion of Decency also attacked the film as being in violation of the Production Code. It said, "The subject matter of this film is morally repellent both in theme and treatment. It dwells almost without variation or relief upon carnal suggestiveness in action, dialogue, and costuming. Its unmitigated emphasis on lust and the various scenes of cruelty are degrading and corruptive. As such it is grievously offensive to Christian and traditional standards of morality and decency. Although the film is an obvious violation of the spirit and purposes of the Motion Picture Code, it, nevertheless, bears the Seal of Approval of the Code Authority. The subject matter of the film indicates an open disregard of the Code by its administrators."

Taylor Mills, public information director for the Motion Picture Association, issued a statement on the Legion action, declaring that "the Production Code Administration obviously feels that 'Baby Doll' meets the requirements of the Code or it would not have issued a seal to the picture."

Kazan, producer-director of the film in question, had this to say: "I made 'Baby Doll' as I saw it. I did the best I could to get on film what I felt in the South. Not the way things should be. Not the way they will some day be. But the way they appeared to me there and then. I wasn't trying to be moral or immoral, only truthful. I did the best I could and I like the film as is. I have no intention of being pressured. I cut my own films with the help of a good film editor of my own choosing. As for the judgment of the Legion of Decency, I think in our country all people finally will and should judge for themselves." It was pointed out that Newtown Productions, Kazan's independent firm, was committed by contract to deliver to Warners a print that would meet with the approval of the MPAA and receive a code seal.

U and I **TOGETHER** *for the*



**STAND BY
FOR TAKE-OFF,
MR. EXHIBITOR!**

You are cordially invited to participate in our campaign for new boxoffice highs in the Charles J. Feldman 7th Annual Drive . . . And to propel your enthusiasm up to our altitude we have carefully assembled thirteen of our very strongest pictures for this Drive . . . pictures carefully designed to fit the needs of every kind of theatre in every type of situation.

With this profit-packed product, your theatre and our mutual know-how, **TOGETHER** we are going to give your boxoffice a jet-powered boost that'll keep you...

... Flying high with U-I!



Written on the WIND

TECHNICOLOR®



STARRING

ROCK HUDSON
LAUREN BACALL
ROBERT STACK
DOROTHY MALONE



with **ROBERT KEITH • GRANT WILLIAMS**

Directed by **DOUGLAS SIRK** • Screenplay by **GEORGE ZUCKERMAN**
Produced by **ALBERT ZUGSMITH**



"Everything But the Truth"

in Eastman
COLOR



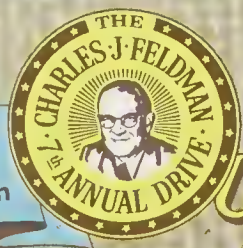
STARRING

MAUREEN O'HARA
JOHN FORSYTHE
and **TIM HOVEY**

with **FRANK FAYLEN**
LES TREMAYNE • PHILIP BOURNEUF

Directed by **JERRY HOPPER** • Screenplay by **HERB MEADOW**
Produced by **HOWARD CHRISTIE**

18 BIG WEEKS
BEGINNING DEC. 30th



FLYING HIGH with U-I



4 GIRLS in TOWN

CINEMASCOPE
TECHNICOLOR®



STARRING

GEORGE NADER
JULIE ADAMS
MARIANNE COOK
ELSA MARTINELLI
GIA SCALA

with **SYDNEY CHAPLIN** • **GRANT WILLIAMS**

Written and Directed by **JACK SHER** • Produced by **AARON ROSENBERG**

FROM THE DARING

THE GREAT MAN
by AL MORGAN

BEST-SELLER..

JOSÉ FERRER

THE GREAT MAN



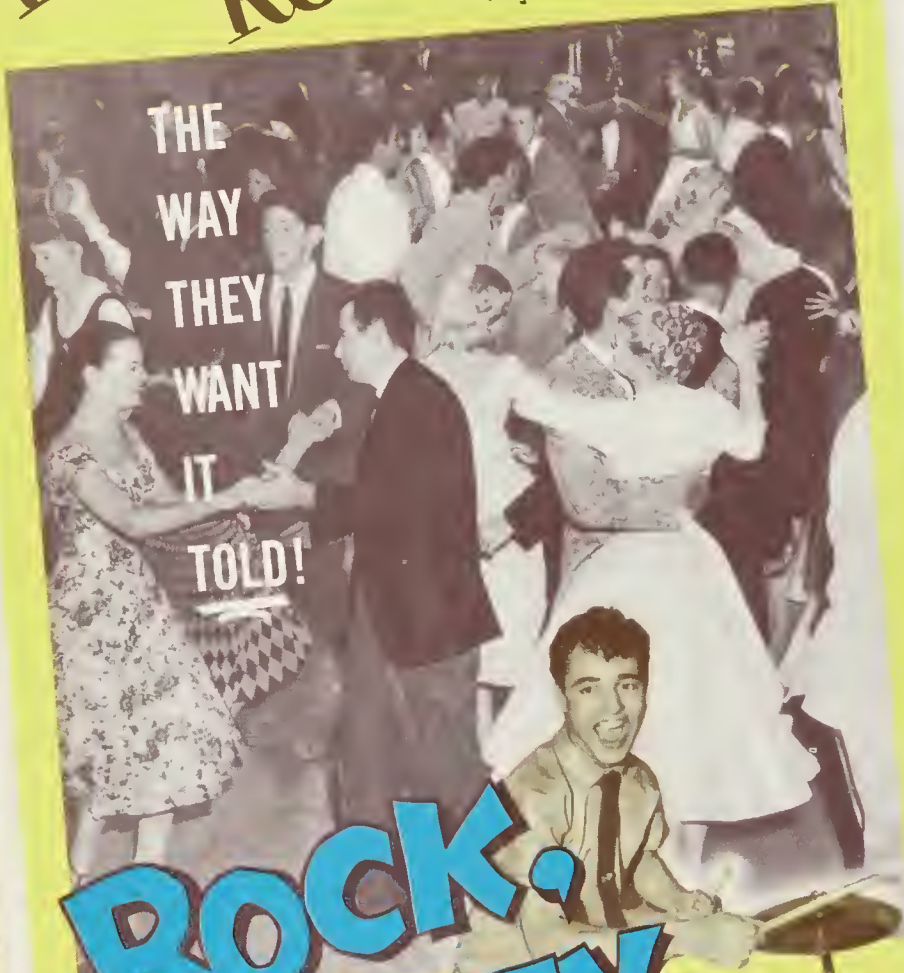
CO-STARRING

DEAN JAGGER
KEENAN WYNN
JULIE LONDON
JOANNE GILBERT
and **ED WYNN**

with **JIM BACKUS** • **RUSS MORGAN**

Directed by **JOSÉ FERRER** • Screenplay by **AL MORGAN** and **JOSÉ FERRER**
Produced by **AARON ROSENBERG**

THE WONDERFUL STORY OF TODAY'S
Rock and ROLL Generation



THE
 WAY
 THEY
 WANT
 IT
 TOLD!

**ROCK,
 PRETTY
 BABY!**



STARRING

**SAL MINEO
 JOHN SAXON
 LUANA PATTEN**

with **FAY WRAY**

Directed by RICHARD BARTLETT • Produced by EDMOND CHEVIE
 Screenplay by HERBERT MARGOLIS and WILLIAM RAYNOR

Rock to
 12 Wonderful Tunes including:
 ROCK, PRETTY BABY! • WHAT'S IT GONNA BE?
 CAN I STEAL A LITTLE LOVE?

CINEMASCOPE • TECHNICALOR®



Istanbul



STARRING

**ERROL FLYNN
 CORNELL BORCHERS**

Miss

with **JOHN BENTLEY • TORIN THATCHER
 LEIF ERICKSON • PEGGY KNUDSEN**

MARTIN BENSON and NAT "KING" COLE

Directed by JOSEPH PEVNEY • Produced by ALBERT J. COHEN
 Screenplay by SETON I. MILLER, BARBARA GRAY and RICHARD ALAN SIMMONS

18 BIG WEEKS
 BEGINNING DEC. 30th

Universal
 International

FLYING HIGH with U-I



CINEMASCOPE *in* Eastman **COLOR**



FRED MacMURRAY
JEFFREY HUNTER
JANICE RULE

GUN FOR A COWARD



CO-STARRING **CHILL WILLS**
DEAN STOCKWELL

with **JOSEPHINE HUTCHINSON**
BETTY LYNN • JOHN LARCH

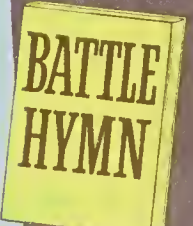
Directed by **ABNER BIBERMAN** • Written by **R. WRIGHT CAMPBELL**
Produced by **WILLIAM ALLAND**

CINEMASCOPE • TECHNICOLOUR

BATTLE HYMN



STARRING
ROCK HUDSON
MARTHA HYER
DAN DURYEA
DON DeFORE
ANNA KASHFI
JOCK MAHONEY
with **CARL BENTON REID**



As told by
Colonel
Dean Hess
in his own
Best
Seller.

Directed by **DOUGLAS SIRK** • Written by **CHARLES GRAYSON and VINCENT B. EVANS • ROSS HUNTER**
Produced by



Mister Cory



CINEMASCOPE

*in Eastman
COLOR*

STARRING

**TONY CURTIS
MARTHA HYER
CHARLES BICKFORD
KATHRYN GRANT**

with **WILLIAM REYNOLDS • RUSS MORGAN**

Directed by **BLAKE EDWARDS** • Screenplay by **BLAKE EDWARDS**
Produced by **ROBERT ARTHUR**

**JEFF CHANDLER
JEANNE CRAIN
JACK CARSON**



The TATTERED DRESS



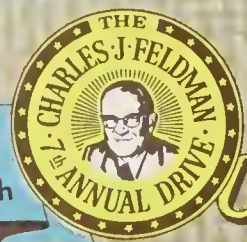
CINEMASCOPE

CO-STARRING

**GAIL RUSSELL
ELAINE STEWART**

with **GEORGE TOBIAS • EDWARD ANDREWS**

Directed by **JACK ARNOLD** • Screenplay by **GEORGE ZUCKERMAN**
Produced by **ALBERT ZUGSMITH**



FLYING HIGH with U-I



**18 BIG WEEKS
BEGINNING DEC. 30th**

THE SHOCKING STORY
OF A MAN THE STATE
ASYLUM CALLED "CURED"!

THE NIGHT RUNNER



STARRING

RAY DANTON
COLLEEN MILLER

Directed by **ABNER BIBERMAN** • Screenplay by **GENE LEVITT**

Produced by **ALBERT J. COHEN**

HOUR
BY
HOUR
HE
GREW

SMALLER...

SMALLER...

SMALLER...

THE INCREDIBLE

SHRINKING MAN

STARRING

GRANT WILLIAMS
RANDY STUART

Directed by **JACK ARNOLD** • Screenplay by **RICHARD MATHESON**

Produced by **ALBERT ZUGSMITH**

CINEMASCOPE
TECHNICOLOR®



VAN JOHNSON

'KELLY and ME'



CO-STARRING

PIPER LAURIE
MARTHA HYER



with **ONSLow STEVENS • HERBERT ANDERSON • FRANK WILCOX**
Directed by **ROBERT Z. LEONARD** • Story and Screenplay by **EVERETT FREEMAN** • Produced by **ROBERT ARTHUR**

... and these Pictures currently in Release:

"AWAY ALL BOATS"

IN VISTAVISION® • TECHNICOLOR®
Motion Picture High-Fidelity

"PILLARS OF THE SKY"

IN CINEMASCOPE • TECHNICOLOR®

"WALK THE PROUD LAND"

IN CINEMASCOPE • TECHNICOLOR®

"THE KILLERS"
"SLEEPING CITY"

RE-RELEASE

"THE
UNGUARDED MOMENT"

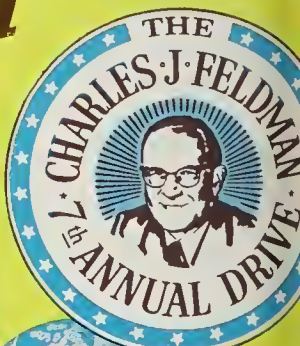
TECHNICOLOR®

"CURUCU,
BEAST OF THE AMAZON"

IN EASTMAN COLOR

"THE MOLE PEOPLE"

FLYING HIGH
with **U-I!**



TOA Committees Set By President Stellings

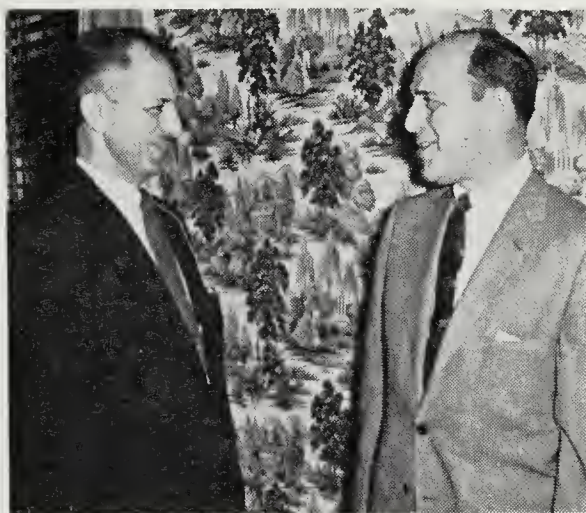
CHARLOTTE—Ernest G. Stellings, president, Theatre Owners of America, announced last week the 1956-57 TOA standing committees.

They include organization and membership, George G. Kerasotes, chairman, Springfield, Ill.; Walter L. Morris, Knoxville, Tenn.; Burton I. Jones, San Diego, Cal.; and Art Adamson, Portland; research, E. D. Martin, chairman, Columbus, Ga.; Nat Williams, Thomasville, Ga.; Walter Reade, Jr., Oakhurst, N. J.; Albert M. Pickus, Stratford, Conn.; Tom James, St. Louis; and Elmer C. Rhoden, Los Angeles; COMPO, Samuel Pinanski, chairman, Boston, and Pat McGee, Denver; theatre television, S. H. Fabian, New York; Mitchell Wolfson, Miami, Fla.; and John Balaban, Chicago; national legislation, A. Julian Brylawski, chairman, Washington, and Philip Harling, New York; state and local legislation, E. Lamar Sarra, co-chairman, Jacksonville; Robert E. Bryant, co-chairman, Rock Hill, S. C.; and Hulda McGinn, San Francisco; film reviewing, H. F. Kincey, Charlotte; labor relations, Duncan R. Kennedy, Chicago, and Philip F. Harling, New York.

Also, drive-in theatres, Horace Denning, chairman, Jacksonville; Michael Redstone, Boston; Albert Forman, Portland; Jack Braunagel, North Little Rock, Ark.; and Douglas Amos, Boston; building and safety codes, Henry Anderson, New York, and J. J. Rosenfield, Spokane, Wash.; concessions, Bert Nathan, chairman, Brooklyn, N. Y.; B. S. Conviser, Boston; Fred A. Danz, Seattle; Sylvan Myers, Miami, Fla.; and J. C. Hoover, Columbus, Ga.; theatre equipment and accessories, Joseph J. Zaro, co-chairman, Nashville, Tenn.; Lucien E. Pope, Kansas City; and Edwin Gage, co-chairman, Oakhurst, N. J.; public relations, John W. Keiler, II, Paducah, Ky.; Donald Schine, Gloversville, N. Y.; Emil Bernstecker, Atlanta; Ralph E. McClanahan, Irvine, Ky.; and Thornton Sargent, Los Angeles; insurance, Arthur H. Lockwood, chairman, Boston; Gene Lutes, Frankfort, Ky.; Jack Wallens, Boston; Morton C. Tune, Shelbyville, Tenn.; and Morton Thalhimer, Sr., Richmond, Va.

Also, legal advisory counsel, Herman M. Levy, New Haven; star of the year award committee, Elmer C. Rhoden, chairman, Los Angeles; Arthur Lockwood, Boston; R. J. O'Donnell, Dallas; Nathan Greer, Santa Fe, N. M.; J. B. Schuyler, Butler, Wis.; and Herman Hunt, Cincinnati; representatives to COMPO executive committee, Samuel Pinanski, chairman, Boston; Walter Reade, Jr., Oakhurst, N. J.; Elmer C. Rhoden, Los Angeles; S. H. Fabian, New York; E. D. Martin, Columbus, Ga.; Morton Thalhimer, Sr., Richmond, Va.; and Myron N. Blank, Des Moines; showmanship committee, Sam Rosen, chairman, New York; Henry G. Plitt, New Orleans; L. J. Williams, Union, Mo.; Hal Barnes, Des Moines; James W. Gaylord, Troy, Ala.; Andrew J. Sullivan, Savannah, Ga.; Conrad Brady, Dallas; Dave Jones, Springfield, Ill.; Seymour L. Morris, Gloversville, N. Y.; and M. B. Smith, Kansas City; president's host committee, Fred A. Danz, chairman, Seattle; Joseph C. Emma, Lake Forest, Ill.; Arthur Rosen, New York; C. L. Patrick, Colum-

Continuing Columbia Strength Seen In Reports To Stockholders' Meet



M. D. "Doc" Faige, Norpat Sales, left, and Edward Seider, Prudential Theatres, a partner with Skouras Theatres in the newest theatre in the New York area, the Syosset, Syosset, L. I., are seen recently discussing the installation of material and equipment in the new house.

Technicolor Net Down; Research Spending Up

NEW YORK—The board of the Technicolor companies at a meeting recently declared a dividend of 12½ cents a share on the common stock of Technicolor, Inc., payable on Dec. 18 to stockholders of record on Nov. 10. This payment makes a total dividend for the year 1956 of 50 cents a share. Consolidated net earnings of the Technicolor companies for the first nine months of 1956, after taxes, amounted to \$1,026,000, or 51 cents a share on the 2,027,000 shares of stock of Technicolor, Inc., outstanding, it was announced. This compares with \$1,792,000, or 90 cents a share, for the corresponding period of 1955.

Dr. Herbert T. Kalmus, president and general manager of the Technicolor companies, in announcing the action of the board, said, "During the year 1956, Technicolor estimates to spend approximately \$750,000 for research, development, and running-in costs in connection with its entry into two new fields—amateur color film processing and graphic arts.

"It is believed that this represents expenditures for the future of the company which are not properly chargeable against the income which the company receives from motion picture operations in 1956. Consequently, it is proposed that these expenditures be capitalized, to be charged against future operations."

bus, Ga.; Paul L. Krueger, St. Louis; and John H. Rowley, Dallas; stamp plan committee, Walter L. Morris, chairman, Knoxville, Tenn.; David Kamsky, Richmond, Va.; and Harold Field, St. Louis Park, Minn.; foreign film committee, Walter Reade, Jr., chairman, Oakhurst, N. J.; Myron N. Blank, Des Moines; E. D. Martin, Columbus, Ga.; Marvin Goldman, Washington; Walter L. Morris, Knoxville, Tenn.; and Carl E. Anderson, Kalispell, Mont.; real estate, tax and evaluation committee; Morton Thalhimer, Sr., chairman, Richmond, Va., and Philip Harling, New York.

NEW YORK—Jack Cohn and A. Schneider, executive vice-president, and first vice-president and treasurer of Columbia, respectively, jointly presided over the 33rd annual stockholders' meeting last fortnight, and announced that in the 13-week period of the current fiscal year, ended on Sept. 29, 1956, the company's net profit was \$843,000, or 71 cents per share based on 1,095,411 shares outstanding. This compares with \$899,000 and 77 cents per share earned in last year's first quarter.

The profit before income taxes during the 13-week 1956-57 first quarter was said to be \$2,003,000 in comparison with \$1,763,000.

Schneider said, "Our earnings for the current fiscal year are hard to estimate, but I am sure that our billings volume will substantially surpass last year's figures. We also have hopes that some of our monies, frozen in foreign countries, will be unfrozen so that we can remit them."

The stockholders reelected the board of directors and all officers and Price Waterhouse and Company were reelected as company auditors. They also okayed the new seven-year employment contract of Schneider calling for issuance of an option for 35,875 shares at \$17.76 per share, and for 1,000 shares at \$19.36 per share to Gerald Rackett, in charge of the company's general laboratory.

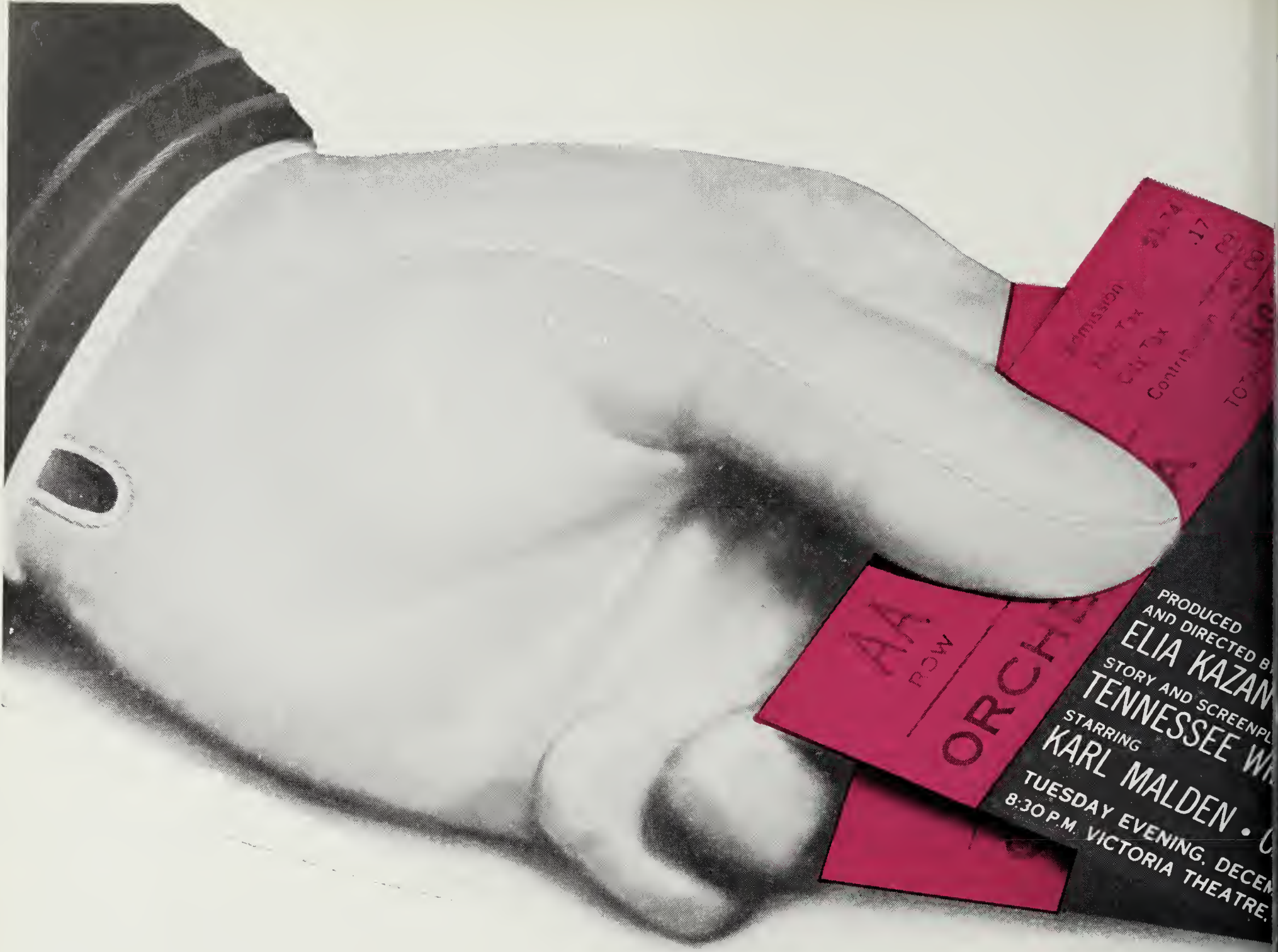
Cohn reported that Columbia stock is now selling for eight times its earnings despite "depressed" book value. He said the reason for this was the fact that the "entire business is depressed."

Schneider said Screen Gems, wholly-owned Columbia subsidiary, may soon acquire 52 more features from its parent company's pre-1948 film backlog for distribution to television. He pointed out that the subsidiary had released 104 Columbia features to TV in 1955 and a package of 52 so far this year, adding that the company's pre-1948 library still contained 686 features "suitable for TV." He said this library also has 304 post-1948 films. Schneider said Screen Gems in the fiscal year ended on June 30, 1956, grossed \$11,000,000 in billings and contributed "about \$6,000,000 to the net profits of Columbia." He said there is a possibility that Screen Gems or Columbia will acquire interests in television stations in various localities.

Phila. Tax Cut Passed

PHILADELPHIA—City Council last week passed its budget for 1957, and included in bills constituting the Administration's financial program for next year was one calling for a 50 per cent cut in the amusement tax, from 10 per cent to five per cent. The vote was 12 to four.

The drive for the admissions tax reduction was led by the Theatre and Amusement Association of Philadelphia comprised of prominent local industryites including William Goldman, Morris Wax, Lewen Pizor, Samuel Shapiro, and Lester Krieger, among others.

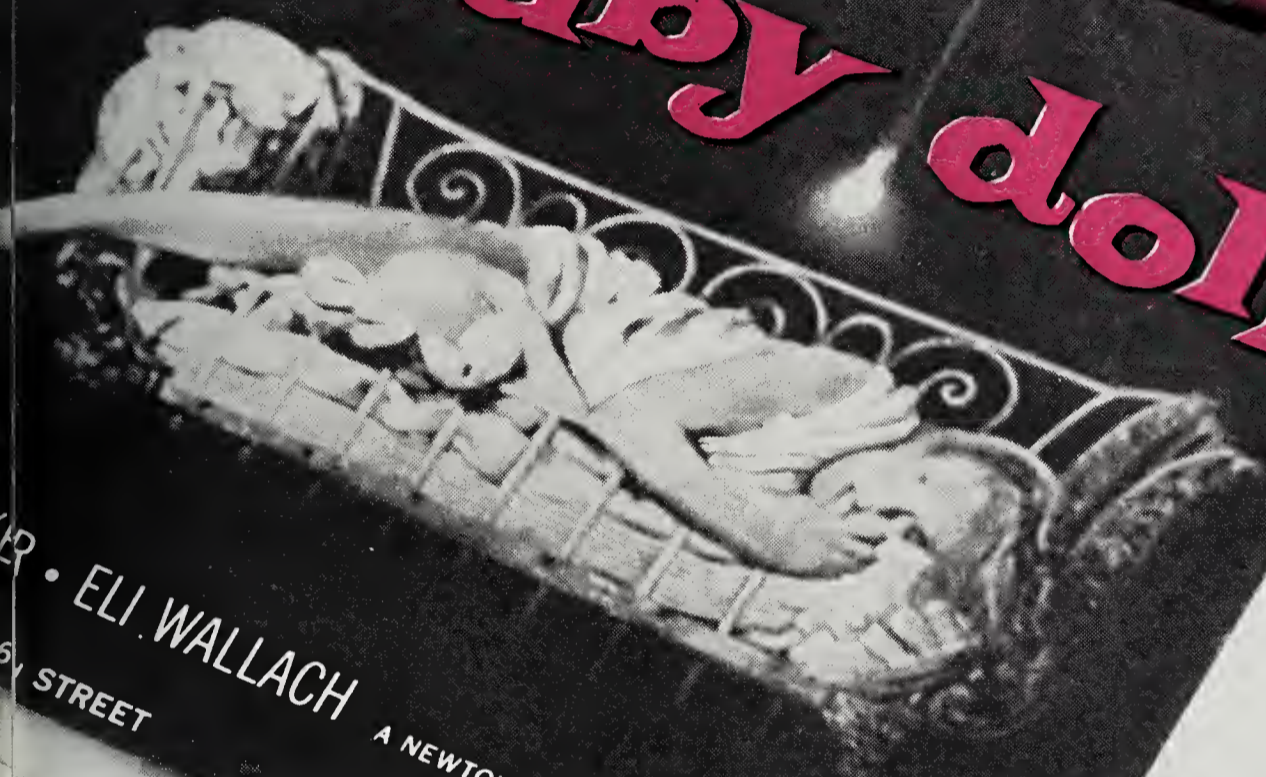


AT \$50
THE WOR
AT THE VICTORIA

ELIA KAZAN'S PRODUCTION OF TENNESSEE WILLIAMS' BOLD S

BENEFIT
ACTORS' STUDIO
BROS. PRESENTS
PREMIERE OF

baby doll



• ELI WALLACH
STREET
A NEWTOWN PRODUCTION

ORCHESTRA
\$50.00

Admission	\$1.74
Fed. Tax	.17
Tax	.09
	<hr/>
	48.00

ORCHESTRA
\$50.00

Admission	\$1.74
Fed. Tax	.17
City Tax	.09
Contribution	48.00
TOTAL	<hr/>
	\$50.00

ROW AA
SEAT 108

TICKET...
PREMIERE
DECEMBER 18TH



RY —NATIONWIDE FROM WARNER BROS. FOR NEW YEARS

Takiff Resigns His Pioneer Post; Disbursements Seen On Increase

NEW YORK—Following the successful conclusion of the Motion Picture Pioneers 18th Annual Dinner, Harry J. Takiff, who resigned as treasurer of the Pioneers and Foundation of the Motion Picture Pioneers, Inc., revealed the organization's total income since its inception on May 1, 1949, to April 30, 1956, amounted to \$174,504.68.

These funds, Takiff indicated, were derived from contributions from corporations and individuals, interest on deposits, and from other non-recurring sources.

Of this income, total disbursements for the same period were \$62,036.06, thus leaving a cash reserve of \$112,436.32 as of April 30, 1956, the close of the last fiscal year. The total administrative expenses, which covered printing, mailing and salaries for special assignments, and auditing for the same period, was \$13,187.35, approximately nine per cent of the total income.

In checking the above expenditures, it was pointed out that during the last several years the Foundation of Motion Picture Pioneers was instrumental in aiding many Pioneers with medical and financial assistance.

While yearly income has fluctuated, the disbursements for aiding Pioneers for funeral assistance and medical expenses has steadily increased and from all appearances will continue to increase. He estimated disbursements for Pioneers during 1957 would run to approximately \$30,000.

The above financial statement and analysis was prepared for the organization by Baumgarten and Arun, C.P.A.

Hundreds Gather To Honor O'Donnell, 1956 Pioneer

The Pioneer Dinner saw hundreds of industry veterans gathered at the Waldorf-Astoria to have some fun and honor Texas showman Robert J. O'Donnell as Pioneer of the Year. Speeches were kept to a minimum and sparking the humorous pace was Sol Schwartz, dinner chairman.

Eric Johnston presented O'Donnell with a letter from President Eisenhower, and Ned Depinet presented the pioneer of the year with a plaque on behalf of the Lone Star State's WOMPI organization.

Hostmaster Bob Hope added to the fun, noting that his last picture "did well at the boxoffice, now if they would only play it in theatres"; "It's tough to run a theatre in Texas because the oil keeps coming up through the water fountains"; "We Give TV our best movies, and they turn around and give us Elvis Presley"; "O'Donnell really loves this business. He sat through the Liberace picture twice."

Alfred Daff, U-I vice-president, won a 1957 automobile in a drawing in which the proceeds went to the Pioneer Foundation. The induction of new pictures was conducted by Jack Cohn and Judge Ferdinand Pecora. Special scroll of appreciation was presented by the organization to retiring treasurer Harry Takiff.

Yates Denies Reports Of Republic Closedown

NEW YORK—Herbert J. Yates, president, Republic, last week denied reports that the company planned to close its domestic exchanges and discontinue the production of theatrical films.

"The coast statement," Yates said, "evidently came about when a few producers and directors were laid off until the end of the year on half salary."

Yates added that the studio has 10 scripts ready and that production will resume late in January.

Some changes in foreign exchanges may be made, he said, but otherwise distribution will continue the same as in the past both abroad and here. Republic domestic exchanges are assured a flow of completed pictures into late 1957, he added.

Warners, ABC-TV Agree

HOLLYWOOD—Leonard Goldenson, president, American Broadcasting-Paramount Theatres, and Jack L. Warner, president, Warners studios, announced last fortnight that the full facilities of the Warners lot would be made available to producers of filmed television programs for the ABC-TV network.

New cutting rooms, projection rooms, etc. will be added to the lot to take care of the increased activity.

Warner announced that in line with the stepped up TV activity, Warners has also completed arrangements to produce an additional weekly one-hour show plus two half-hour shows for ABC presentation. The hour-long show will be a western, while the half-hours will be a mystery and an adventure drama. Robert W. Lewine, ABC's vice-president in charge of programming, and William T. Orr, executive producer of "Cheyenne" and "Conflict," will supervise the new Warner show.

UA Fieldmen Meet; Study New Campaigns

NEW YORK—Max E. Youngstein, United Artists vice-president, told the opening session of the company's fieldmen's convention last week that UA's 48 releases, representing an investment of \$42,000,000, will be backed in the next year by intensive promotion programs incorporating the findings of UA's surveys and the field experience and exploitation men. The studies canvassed exhibitors and TV stations on the effectiveness of current promotional methods and materials.

Exploitation representatives were present from major territories in the United States and Canada, and Youngstein paid tribute to them as a vital link between the advertising and publicity departments and the local moviegoing public.

Roger H. Lewis, national director of advertising publicity and exploitation, outlined a plan for increased local cooperation with exhibitors through expanded newspaper advertising and merchant cooperative support. He announced that average newspaper ad schedule for the 48 features will represent an increase of about eight per cent over the average of the past two years. Retail cooperative advertising will be similarly enlarged. Lewis cited a 15 city study showing that local exploitation of tie-ups, when carefully planned and actively supported by the field force, contributed significantly to box office reports.

Alfred H. Tamarin, assistant national director, outlined promotional activity in the field involving the planting of production and pre-production publicity. This will be expedited through offices in Hollywood and Paris, servicing materials on films in preparation here and abroad to communications media.

Mori Krushen, exploitation manager, outlined campaign plans for upcoming features and conducted a workshop discussion on liaison with exhibitors, optimum use of prepared materials, and relations with critics, editors, and TV-radio representatives.

Other talks were delivered by advertising manager Joseph Gould, publicity manager Mort Nathanson, special events director Lige Brien, and west coast publicity coordinator Leon Roth.



Seen at a recent Universal-International studio conference were, seated, left to right, Nate J. Blumberg, chairman of the board; Milton R. Rackmil, president; and Alfred E. Daff, executive vice-president; and, standing, left to right, Felix Sommer, vice-president; David A. Lipton, vice-president; Charles J. Feldman, vice-president and general sales manager; Melville Tucker, production executive; Edward Muhl, vice-president in charge of production; Americo Aboaf, foreign general manager; and James Pratt, executive manager.



...the
western
that's
off
beat
...but
on
...
boxoffice
.....
target!
.....

ROBERT L. JACKS presents

ANTHONY QUINN

as the

"MAN FROM DEL RIO"

also starring

KATY JURADO

featuring PETER DOUGLAS JOHN WHIT DOUGLAS GUINN "BIG BOY"
WHITNEY • FOWLEY • LARCH • BISSELL • SPENCER • WILLIAMS

Story and Screenplay by RICHARD CARR • Produced by ROBERT L. JACKS
Associate Producer RICHARD CARRUTH • Directed by HARRY HORNER

THRU
UA

ACLU Submits Program To Relieve Self-Appointed Censor Pressure

NEW YORK—The American Civil Liberties Union and its anti-censorship affiliate, the National Council on Freedom from Censorship, last week submitted to the MPAA a plan to relieve "censorship pressure" exerted on the film industry by self-appointed reviewing groups.

The plan presented to Eric Johnston, MPAA head, by Patrick M. Malin, ACLU executive director, and Elmer Rice, chairman of the anti-censorship affiliate, calls for the MPAA to collect information to help it decide if objections to certain film subjects "are based on solid evidence and represent the opinion of the motion picture audience rather than the opinion of one particular group."

This could be ascertained, it was said, if opinions were solicited from a cross-section of movie goers, experts on the film subject to be covered, and psychologists and social scientists "who have some knowledge of human behavior and what stimulates it."

The group added, "We believe that one of the most serious restrictions on freedom of expression is the code's (Production Code) prohibitions against any treatment of certain topics, including the use of certain words. . . . It is generally understood that these prohibitions were incorporated into the code in the past because of the strong objections of certain self-appointed reviewing groups. By their continuing pressure these groups, in effect, have required the industry to accept their standard of socially-acceptable film subjects and treatment.

"Needless to say, these groups have a constitutional right to express their opinions, and the Union defends this right, but when the expression hampers free expression and deprives other members of the community of seeing certain subject matter treated in films, then it is proper to offer objection.

". . . in framing the code to meet the demands of these groups, the MPAA has not only given up an important measure of freedom, but it has done so without determining if the public agrees with their opinion and whether the evils inveighed against by these groups could reasonably be expected to follow. We submit that if the MPAA adopted a firmer basis to appraise the likelihood of these evils, it would probably find it unnecessary to include the taboos it now does in its code."

Individuals involved in the three-part survey should not be official personnel of the MPAA, the ACLU said, "or this would obviously raise questions about the independence of their findings. They should be free of any ties with the MPAA and recruited from outside the industry."

Malin and Rice emphasized that their groups wanted to MPAA code abandoned. "We believe the freedom of expression of creative artists in the motion picture industry would be advanced if the code were abandoned, and we hope and urge this will be done. But, so long as the MPAA continues its code, we believe that attention should be given to these provisions which especially limit free expression."

Film Council Campaigns Against "Red" Production

HOLLYWOOD — The Hollywood AFL Film Council announced last fortnight that it is inaugurating a nation-wide campaign to expose Communists engaged in producing pictures in Italy and France for U.S. interests and with U.S. financing. The titles of all pictures made from now on in which Communist union members are employed in preference to members of anti-Communist unions will be widely publicized. The names of the companies involved and the American interests also will be made known, it was stated.

Copies of this resolution has been sent by the Council to all international unions in the AFL-CIO with the request that members support the campaign.

N. Y. Exhibs Organize To Fight Local Tax

NEW YORK—A committee representative of all motion picture theatre owners in the city of New York has been formed and will present to Mayor Robert F. Wagner the urgent necessity for repeal of the local five per cent admissions tax, according to a joint announcement by the Independent Theatre Owners Association and the Metropolitan Motion Picture Theatres Association, the two exhibitor associations in the metropolitan area.

A meeting has been scheduled with the Mayor for Dec. 7.

Serving on the committee are Harry Brandt, ITOA president; Solomon M. Strausberg, MMPTO president; Eugene Picker; Emanuel Frisch; Sol Schwartz; William Namenson; Julius Sanders; Robert W. Coyne; D. John Phillips; and Mort Sunshine.

The New York Scene (Continued from page 8)

the Technicolor Corporation. He was very pleased with this method of picture filming and processing and thought it had several advantages. It could take in accurate detail in tremendous depth and scope even to a thousand feet away, and the negative could put out prints in any format desired, whether it be CinemaScope, VistaVision, wide-screen, or regular ratio. His film will probably go out in the CinemaScope version.

He brought over another film he recently completed which he co-produced with Vittorio De Sica called "The Roof," which is English-titled. It is "neo-realistic." No releasing arrangements have been made as yet for this one.

THE METROPOLITAN SCENE: Joe Slevin, after six years as advertising, publicity, and display manager for all British Government documentary films released here, leaves British Information Service to join the McGraw-Hill Book Company as head of advertising and promotion of its Text-Film and Language Master Departments. He also has a background in production. . . . The Loewdown, claimed by Loew's to be the only daily house organ in the world, published its 7,000th issue last week according to ad-pub director Ernie Emerling. . . . The Museum of Modern Art has put out a comprehensive 24-page booklet called a Report on the Film Library 1941-56 wherein is described the efforts made on preservation, acquisition, and circulation of films. A list of the product and an outline on the circulating film program is included. . . . Danny Kaye came home to Brooklyn last week when he appeared at a Boy Scout fund-raising affair. . . . The forthcoming comedy, "The Iron Petticoat," starring Bob Hope and Katharine Hepburn, which is being released by MGM, gets the humorous treatment in a 12-page picture-and-caption pamphlet put out by the company. . . . A cute mailing piece out by Universal on "Rock, Pretty Baby." . . . A novelization of "The Living Idol," Albert Lewis' new MGM film, comes out in January through Signet Books.

Skouras Heads Drive For March Of Dimes

NEW YORK—Spyros P. Skouras, president, 20th-Fox, will serve as national chairman, motion picture and theatre industry division, 1957 March of Dimes, it was announced last week.

Basil O'Connor, president, National Foundation for Infantile Paralysis, described the appointment as "a major step forward towards what we of the March of Dimes hope and pray will be a decisive campaign to advance the protection of the people of this country now and henceforth against paralytic polio through use of the Salk vaccine and to extend the maximum benefit of our scientific knowledge to those who are stricken by the disease."

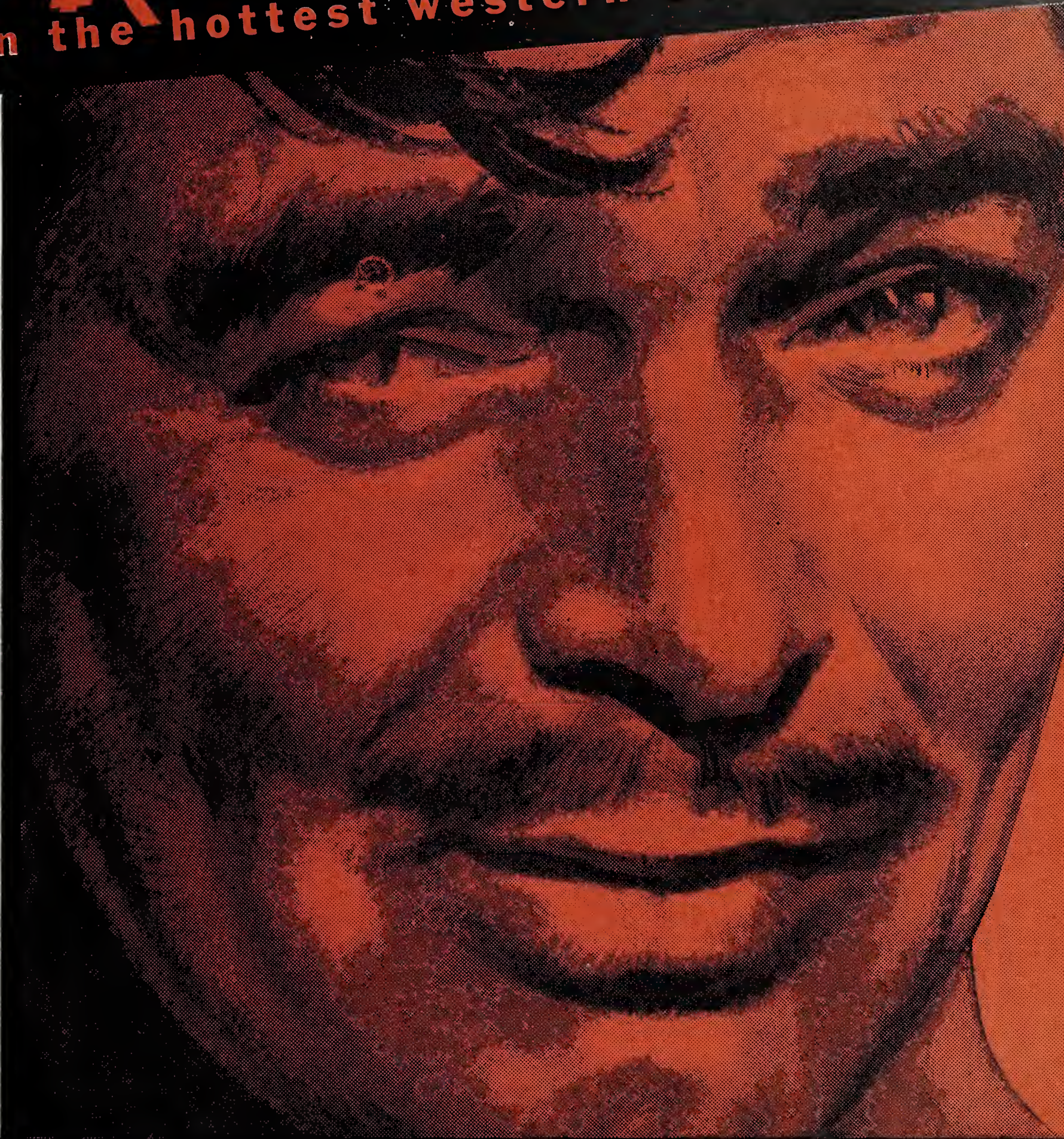
O'Connor revealed that he had received a letter in which Skouras stated, "We of the motion picture industry have joined our efforts in past years towards the attainment of your great objective of victory over polio, and now that your effort has reached that all-important stage where victory is in sight, we are proud and happy to help finish the job of the March of Dimes. I know that your organization will see to it that all is done that can be done for past polio victims. I know you will not let these people down. That is part of finishing the job, and you have my assurance that we of this industry are wholeheartedly willing and eager to do our utmost."

Douglas Suit Upheld

HOLLYWOOD—Kirk Douglas' suit against Walt Disney Productions was upheld last week by Los Angeles Superior Court Judge Leon T. David, who denied a motion for dismissal as requested by Disney attorneys.

Douglas, in his suit for \$415,000, charges that pictures of him and his children, taken at Disney's home, were used without his knowledge and consent on the "Disneyland" TV show. Considering his action a test case, Douglas has stated that any money recovered in the action will be turned over to the Motion Picture Relief Fund.

THE **KING** TANGLES WITH FLESH AND FLAME
in the hottest western ever made!



RAE
RD...

EDIE
TISED...

BY
FIGHT...

SABINA
WAITED
FOR
HIM
WITH
A
SMILE...

CLARK GABLE · ELEANOR PARKER

THE KING
and **FOUR QUEENS**

*Get Your
Big Holiday
Package!*

COLOR
De Luxe



with JEAN WILLES
BARBARA NICHOLS · SARA SHANE

Also Starring
Jo VAN FLEET

Directed by
Raoul Walsh

Executive Producer ROBERT WATERFIELD
Produced by DAVID HEMPSTEAD

Screenplay by MARGARET FITTS and RICHARD ALAN SIMMONS

Based on a story by MARGARET FITTS • Music composed and conducted by Alex North • A RUSS-FIELD-GABCO Production

CINEMASCOPE

THRU
UA

The International Scene

Canada

Business Looking Up, Indie Exhib Declares

TORONTO—Business in the motion picture industry in Canada is looking up, Owen Bird, independent exhibitor from British Columbia, told the National Committee of Motion Picture Exhibitors Associations of Canada.

Bird took exception to statements by important industry figures predicting a radical reduction in the number of theatres. He said these gentlemen could speak for their own companies, but should not make blanket predictions that included the enterprises of others.

He admitted: "We've pretty well hit the bottom of business, and there is no direction for us to go now—but up."

The meeting was one of three key meetings in this city in four days. The first was that of the Motion Picture Exhibitors Association of Ontario, followed by the NCMPEAC, and then two days of the Motion Picture Industry Council of Canada.

It was at the latter that the industry decided to appoint H. C. D. Dick Main, Sutton West, Ont., exhibitor, coordinator of the coming year's Oscar contest in Canada. This will be conducted independently of the U. S.

Last year, sparked by Charles Chaplin, UA general manager in Canada, the contest included some 400 exhibitors. This year, 1,000 exhibitors will pay one cent a seat toward participation in the contest. Main begins his paid work Dec. 1, and will open an office with paid assistants.

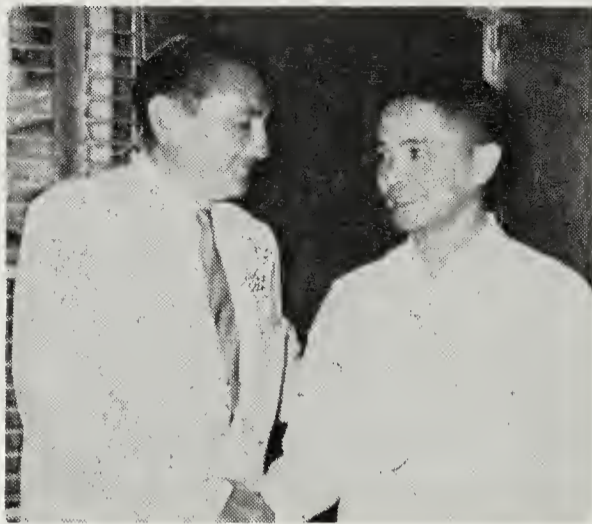
The first day's meeting of the MPTAO returned the whole incumbent board of directors. Lionel Lester continues as president; Russell Simpson, vice-president; Angus Jewell, secretary; and Jack Clarke, treasurer. Arch H. Jolley remains as executive secretary.

Russell Simpson, head of the membership committee, reported there were 349 member theatres compared with 346 last year, although 31 had joined. The number lost through closings was 24, and this year there were 108 independents compared with 117 last year. He said there would be a membership drive.

Douglas Miller of Alberta complained at the National Exhibitors meeting of the complete absence of selling and exploitation ideas of the sort that used to accompany each picture from its distributor. Chairman Morris Stein agreed that this was the situation.

"We've got a lot of big advertising minds in our business, but they can't seem to get out of the old habits," said Stein. The question was raised during the meeting of the Motion Picture Industry Council next day.

Provincial governments across the country will be approached by the provincial associations of exhibitors on the question of amusement tax. All were agreed that something will have to be done on the matter.



Raul Manlapuz, Philippine undersecretary of foreign affairs, right, recently accepted Columbia's "The Silent World" as an entry in the Manila Film Festival from Aaron Pines, Columbia manager in the area.

Each exhibitors association also will take briefs to the Fowler Royal Commission on Broadcasting on the question of toll-TV. Thus far, both the Ontario group and the Quebec groups have presented briefs.

Good feeling between distributors and exhibitors was commented upon by executives of exhibitors associations at their own meetings and at the MPIC meeting. J. Duane McKenzie, president of the Saskatchewan association, said that distributor-exhibitor relations had improved greatly in his province. He said adjustments had been made in many cases. Stein, eastern general manager of Famous Players, spoke also of the obvious good feeling now predominant in the industry.

His statement hearkened to last year's meeting when exhibitors complained at the treatment received from distributors. Today, the distributor is attempting to help the exhibitor, Stein said.

Distributors were asked to stop supplying film to a Winnipeg drive-in which refused to charge admission. Max Schnier, operator, Circus Drive In, had made his profit on the operation of the snack bar, and his lead was followed by other operators. The distributors said there was nothing they could do toward refusing to supply Schnier film.

Most of the major distributors have eliminated all their acetate film, Clare Appel, executive secretary, Motion Picture Distributors Association of Canada, told the MPIC. He said that there were still some who did have some film on the old stock, but because of the investment, they couldn't be asked to reprint.

On the social side of the four days, Tent 28, Variety Club, Toronto, held annual elections, while the Canadian Picture Pioneers held their annual award dinner.

Two new faces were elected canvassmen. They were Chet Friedman and Ralph Dale. Reelected were Herb Allen, George Altman, Clare Appel, Joe Bermack, Jack Fitzgibbons, Jr., Al Troyer, N. A. Taylor, Dan Krendel, and Ernest Rawley. Five persons were inducted into the club during the meeting. They were J. Duane McKenzie, Harry Hurwitz, Andy Rouse, Bob Stern and F. Gordon Spencer.

Oscar Hanson was presented with the Pioneer of the Year Award, top honor of the Canadian Picture Pioneers. He was honored for his work with the Pioneers' Benevolent Fund. Hanson is the only living founder of the Canadian Picture Pioneers. His award was presented by Premier Leslie Frost of Ontario.

First member of a craft in the industry to be honored was James A. Whitebone, a projectionist of Saint John, NB, who received an award presented by John J. Fitzgibbons.

The Winnipeg branch was given a special award for its contribution to the work of the Pioneers. Hye Swartz, president, received the award on behalf of the branch before the 400 persons who attended the dinner.

Canadian Comment

Exception to toll-TV in Canada was taken by the Motion Picture Theatres Association of Ontario in a letter-brief to R. M. Fowler, chairman, Royal Commission on Broadcasting. The association, of which Famous Players is a member, followed the lead set earlier by the Theatre Owners Association of Quebec. Famous Players, which has the Telemeter franchise, supported toll-TV before the Royal Commission. The Ontario group listed seven points of exception, toll-TV will provide little opportunity for Canadian talent; it will concentrate feature exhibition in a few hands; it will eliminate service to minority audiences; because of toll-TV's failure to make headway in the U. S.; Canada will be the ground of demonstration for the dollar potential; it will "destroy the relationship between talent and audience" by eliminating studio guests; there is a lack of demand for toll-TV; and lastly, toll-TV would eventually accept advertising and thus affect the CBS and other non-fee operations adversely.

CINE CHATTER: Romeo Goudreau, salesman, Montreal branch of Paramount Film Service, becomes manager of the branch. Bob Murphy, former manager, transfers to the management of the Saint John, N.B., branch following the retirement of veteran Pat Hogan. . . . Odeon Theatres (Canada), Ltd., Mercier, Montreal, is carrying a policy of vaudeville along with its regular film program. . . . The Globe, Ottawa, owned by Hyman Bessin, is closed for renovations. . . . James Cameron, Lakehead supervisor for Famous Players, speaking to the Saskatoon Kiwanis Club, said that a movie theatre is an essential part of the business life of a community. . . . Annual meetings of the Quebec division of the Canadian Picture Pioneers will be held Nov. 27, the day before the annual meeting of the Quebec Allied Theatrical Industries. . . . Male heirs apparent were delivered to the Irving Hermans, Toronto, and the Tom Clearys, Montreal. Herman is publicity director for Warners in Canada, while Cleary handles like chores for Consolidated Theatres, Montreal. . . . An original member of the Dumbells, James Allan Goode, for 20 years manager of Famous Players' ticket control and shipping department until leaving that company in 1949, died in Sunnybrook Hospital, Toronto. Recently he had been on his own in the sign and poster business.

—HARRY ALLEN, JR.

THE WINNER!
AVAILABLE
NOW

The Great Pre-Sold
Attraction In

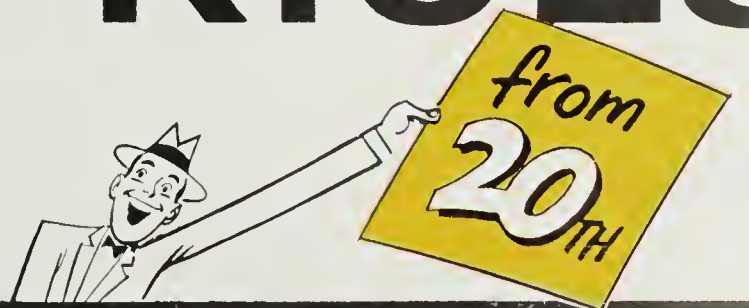
CINEMASCOPE

RODGERS and HAMMERSTEIN'S

OKLAHOMA!

Color by **TECHNICOLOR**

PLAY IT NOW AT
POPULAR PRICES



SHOWMANSHIP SWEEPSTAKES

1955-56 SERIES Finalists In Contest No. 75

George Nonamaker

Editor

Rock 'N' Roll Bandwagon Carries Florida Exhib To Sweeps Victory

PHILADELPHIA—This week's SHOWMANSHIP SWEEPSTAKES winner, A. K. Rothschild, Roosevelt, Jacksonville, Fla., made an early jump on to the rock 'n' roll bandwagon; the ride not only paid off in added receipts at his theatre but in the eyes of the judges of contest 75, who have voted him winner of the weekly MOTION PICTURE EXHIBITOR's \$100 prize.

WINNING ENTRY

ROCK 'N' ROLL TALENT CONTEST

Submitted by Arv K. Rothschild
Roosevelt, Jacksonville, Fla.

1200 seats • 50 cents top admission
General patronage.

We really had the place rockin' with this stage contest, which ran every Friday night for 15 weeks. Three sponsors put up a total of \$1,000 in cash; and a popular local disc jockey on station WRHC was named contest director and master of ceremonies. Entry blanks were distributed throughout the community for three weeks prior to opening night. A four piece combo accompanied all entries. The only cost to the theatre was advertising including window cards, marquee banners, heralds, and lobby display.

Every week for 12 weeks, six or seven sets from among the entries were auditioned on Friday morning for that same night's show. Audience applause selected the first prize winner each week. This gave us 12 prize winners at the end of 12 weeks. These were divided into two groups of six each for the semi-finals, held on the 13th and 14th weeks. Three top acts in each semi-final went into the grand finals and competed the 15th week. Professional judges, radio, TV people, school music teachers, etc., selected the finals and rated the six acts. Grand prizes in the finals were \$150, \$100, \$75, \$50, \$25, and \$20.

In addition all finalists received contracts for auditioning with three different recording companies tied in for the event. Widespread publicity was given the contest by local press, radio and disc jockeys and local civic groups.

We started the contest in the middle of summer and despite the hot weather the opening night resulted in a capacity house with every available inch of stand-

Columbia's "Saucer" Flies By With No "Earthly" Winner

PHILADELPHIA — The \$500 prize Columbia posted for the best campaign submitted on "Earth Vs. The Flying Saucers" in SHOWMANSHIP SWEEPSTAKES expires with this issue without anyone being judged the winner.

There were four different tries for for the money but the judges placed them second once, fourth twice, and fifth once in various weekly contests.

ing room taken by 7:45 p.m., although the contest did not go on the stage until nine p.m., following the movie program. The second week, six policemen were required to control crowds in front of theatre attempting to buy tickets after we had to close the boxoffice; and the third week was the same as the second, with more than 1500 people turned away after we admitted 1600 people into the 1200-seat theatre.

Sponsors were delighted with their stage plugs, screen trailers, and general publicity they receive in the community.

We have found it paid us splendidly to get with the rock 'n' roll craze. It was boxoffice magic for us and we found it can be capitalized along the lines of the old amateur nights. Just change ye olde name to "Rock 'N' Roll Talent Contest" then go hire some cops to control the crowds who will jam your boxoffice with money in their hands.

RUNNER-UP NUMBER 1

KIDDIES PROMOTIONS

Submitted by Frank Sabatini
Lake, Fort William, Ontario, Canada;
and Gordon Carson,

Fort, Fort William, Ontario, Canada
Lake—455 seats; Fort—582 seats

50 cents top admission in both houses
General patronage.

With the Lake in the East End of Fort William; and the Fort in the West End of the city, both neighborhood houses and far enough apart to be non-competitive, joint promotion quite often affords an opportunity for both managers to work closely together which enables us to save costs in printing and other minor ways;

and adds impetus to the promotion when both houses are offering the coverage.

Our policy is to run each program three days, Monday, Tuesday, and Wednesday, and Thursday, Friday, and Saturday, with a matinee on Saturday. This gives us but one matinee the year 'round, so in the summer we can profitably promote one matinee for the Monday through Wednesday program as well. We decided on Wednesday as it splits the week in half and because the stores are closed Wednesday afternoons. Our promotion was the Kiddies 1-2-3-Free Club.

The idea was quite simple. Attend three Wednesday matinees in a row and get admitted to the fourth Wednesday matinee free. Membership cards were printed on which the rules of the promotion were outlined; and it was so made that with each Wednesday matinee attendance, the card could be properly stamped or punched. We distributed these membership cards at each theatre, 1500 in all, with distribution commencing one week in advance of the opening program. Joint newspaper ads outlining the promotion were run well in advance. Free pop-sicles were promoted from a local dairy and were given free to the first 100 kiddies at each theatre each Wednesday matinee. To make the programs more attractive we booked in one hour of cartoons in addition to our regular two features. We had different stage contests for the children promoting prizes from local merchants for winners. With the North American and Canadian yo-yo champions in town during the time of the promotion, they appeared on our stages treating the kids to a display of yo-yo tricks as well as holding yo-yo contests for big prizes. They appeared on several of our Wednesday as well as Saturday matinees.

Results were excellent. Both theatres were filled each Wednesday; and on the day the kiddies received their free show we did almost as much at the boxoffice as the previous three Wednesdays; and did exceptionally better at the confection bar.

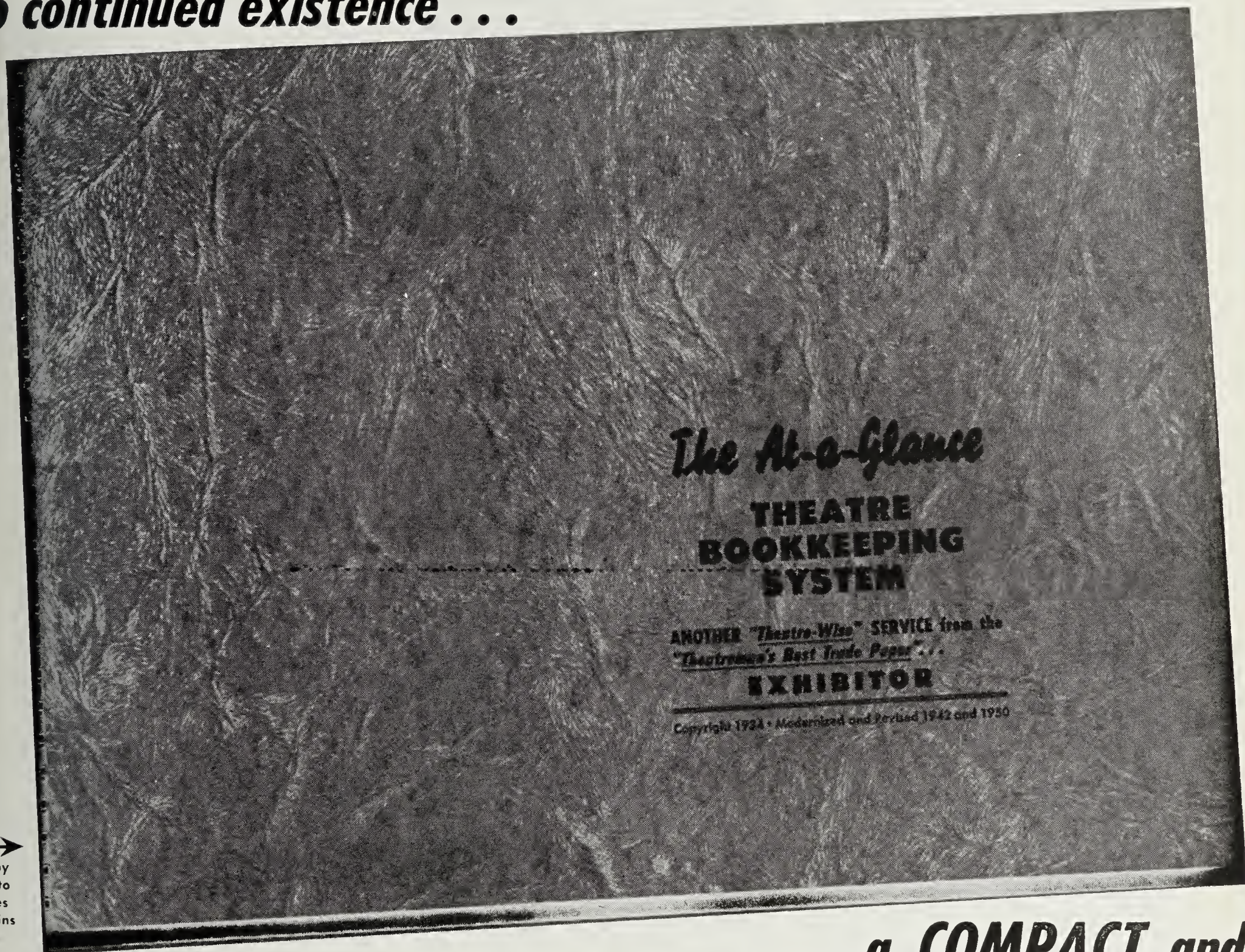
With the completion of this summer matinee promotion, we set out on a "Back To School Theatre Party" held jointly on the first Saturday in September prior to the opening of schools. We sold several neighborhood merchants in each location on the idea of giving free theatre tickets with the purchase of back to school items. The merchants then paid for all turned in at the boxoffice. Advertising was placed in each store and co-op ads run two weeks in advance. Lobby displays were set and screen advertising used with announcements made from the stage at every opportunity. The regular Saturday show was used for this "theatre party." This consists of cartoons and serial in addition to our two regular features, and special stage activity.

Both theatres were packed with almost all the kids having come with "Back To School Theatre Party" tickets, so you might say that through this promotion both our theatres were sold out in advance for the Saturday matinee—and the confection bar sales in both theatres almost doubled a good Saturday matinee take.

Both of these promotions proved profitable to us and the participating merchants were quite pleased as they had an unprecedented sale on back to school items mainly due to this promotion.

NOW

. . . when close control over all expenses, and accurate Profit-or-Loss statements, are important to continued existence . . .



GRATLY RECEIVED
512 →
Actual copy measures to 7x inches and contains 52-page spreads.

*. . . a **COMPACT** and **STREAMLINED** set of Theatre Accounting Records*

SIMPLE! ACCURATE! COMPLETE! TAX SUFFICIENT!

The At-a-Glance **THEATRE BOOKKEEPING SYSTEM**

COMPLETELY REVISED AND READY FOR SHIPMENT • THE ONLY BOOK OF ITS KIND ON THE MARKET

START THE NEW YEAR RIGHT!

Naturally . . . this is a PLUS-SERVICE restricted to ONLY the regular Theatre Subscribers to MOTION PICTURE EXHIBITOR. Subscribers need only direct their order and remittance to . . .

EXHIBITOR  **BOOK SHOP**

246-48 N. CLARION STREET • PHILADELPHIA 7, PA.

Price per copy
(A Full 52-Week Year's Supply,
\$160
Including Postage

RUNNER-UP NUMBER 2

SELLING A SHORT

Submitted by Mel Katz
Embassy, Johnstown, Pa.

1417 seats • 75 cents top admission
General patronage.

Recently we did a bit of exploitation on Columbia's CinemaScope featurette, "Wonders Of Manhattan" that paid off for us, and most likely could be duplicated elsewhere.

One week in advance of playdate, we ran an extra screen trailer giving full particulars about the subject, in conjunction with which we ran a contest. This was in the nature of a letter writing contest on the subject: "I want to see 'The Wonders Of Manhattan' in person because . . ." The trailer also called attention to the contest. A 40x60 lobby poster also heralded the contest and the short.

The contest was sponsored in its entirety by the Hammond Travel Service, a local travel agency. In return for theatre advertising, they agreed to supply the following as a prize to the winner: An all expenses paid trip for two to New York City for three days and two nights including lodging for two for two nights at the Hotel Belmont Plaza, special broadcast tickets, two tickets to see Cinerama, tickets to Radio City Music Hall, a yacht cruise around Manhattan, afternoon cocktails at the Rainbow Room, a visit to the Empire State Building observatory, a United Nations tour, a trip to the Statue Of Liberty, a visit to the Whitney Museum, transportation to and from Johnstown, Pa.

The entire cost of the promotion, including all posters, was paid for by the sponsor, who also put up a special window display.

The deadline of the contest was set for several weeks past the completion of the run of the short subject.

Over 300 entries were received and in the opinion of the judges the winning letter was written by a school teacher in one of the city's junior high schools.

The travel agency was well satisfied with results of the promotion; and so were we, since it is not often that a co-op stunt of this magnitude is worked in conjunction with the showing of a short subject. It just goes to prove that there may even be an extra buck laying around in some of the most neglected items of this entertainment business of ours, the short subjects.

RUNNER-UP NUMBER 3

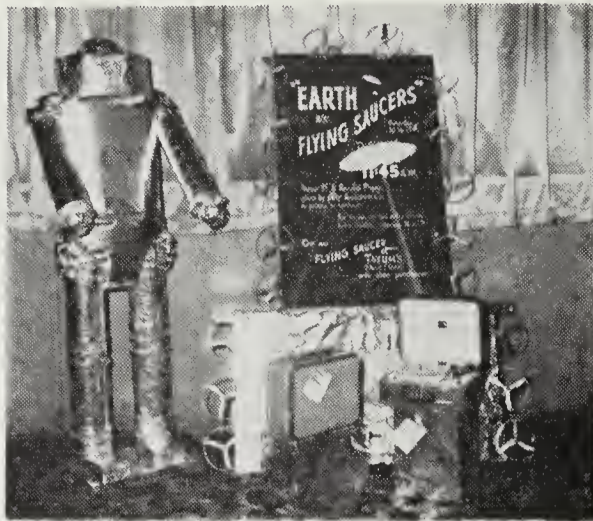
"THAT CERTAIN FEELING"

Submitted by S. L. Sorkin
RKO Keith's, Syracuse, N. Y.

2239 seats • 75 cents top admission
General patronage.

The theatre did not spend any money at all for this entire campaign. Everything was promoted.

Paramount supplied us with a free television open end and interview trailer with Bob Hope. This made it appear as if he was in town on a personal appearance. It was used by the NBC-WSYR station on the Jim Deline Show, one of the most popular local live programs.



This lobby display featuring a "robot" made out of bits of scrap lumber, corrugated paper and heavy duty foil paper was created by Mrs. Neil Blount, Bristol, Memphis, Tenn., for her showing of Columbia's "Earth Vs. The Flying Saucers."

On radio we had a free tieup with "Thank Your Lucky Stars," popular program on station WNDR. For one hour on Sunday evening before opening date of the picture, the program paid tribute to and profiled Eva Marie Saint, co-starred in the film with Hope. The station made up two 40x60 displays which were placed in windows of two downtown stores and also a special 40x60 in the theatre lobby calling attention to the radio program. In addition to all this, they used a radio transcription disc supplied by Paramount for such tieups.

In addition to the seven downtown and outlying district top music stores, we also received the cooperation of the music departments in the local dime stores. This was in the nature of a tieup between the stores and the disc jockeys on five radio stations. The jockeys played the songs from the picture and talked about the recordings, and the music stores displayed posters in windows, telling the people to see the film and also to listen to the disc jockey programs.

A children's specialty shop, located in the heart of the downtown section, a 100 per cent location, gave us a full window display. We supplied two 40x60's on "That Certain Feeling." They had six live monkeys in the window with a special background made up to tiein with the picture. It was a natural store tieup suggesting a "Circus" of savings. The monkeys attracted a tremendous crowd day after day. They liked to chew the 40x60, and it had to be replaced twice during the full week we had the display.

We made full, and good, use of the Li'l Abner tieup and used the special Li'l Abner multi-color heralds.

A tieup was effected with the Carrier Corporation using the slogan "It's Always Fair Weather Days With Carrier. See Bob Hope In 'That Certain Feeling'." Blocks of ice were displayed in front of the theatre, and frozen into the blocks were signs reading "That Certain Feeling." Miss Fair Weather Days sat on a block of ice, with all this bally paid for by the Carrier Corporation. In fact, everything else pertaining to this tieup was paid for and supplied by Carrier. The top of our marquee, the sides, and the sidewalks had flag and bunting display, all supplied by Carrier, who also gave away three room air conditioners from our stage on three consecutive Saturday nights. These went to holders of lucky numbers.

RUNNER-UP NUMBER 4

"EARTH VS. THE FLYING SAUCERS"

Submitted by Mrs. Neil Blount
Bristol, Memphis, Tenn.

850 seats • 50 cents top admission
Neighborhood patronage.

As exploitation on this film, Colonel John Somers, chairman, Memphis-Shelby County Defense Commission, was contacted; and enthusiastically endorsed and supported a contest in the junior and senior high schools in our area. This was in the nature of a 25-word composition on the topic "What would you do in case the Civil Defense sirens sounded an actual air attack"

The Ace Appliance Company awarded an RCA portable electric record player, one to the boy and one to the girl, submitting the best entry. The Memphis-Shelby County Civil Defense Commission judged the entries. Entries were mailed or left at the theatre. The record players were on display in the Ace Appliance window and in the theatre lobby.

Principals of schools were contacted and full cooperation secured. Entry blanks number 3,500 were distributed by home-room teachers and the participation of students was urged. The Ace Appliance Company also distributed entry blanks.

Tatum's shoe store, next door to the theatre, cooperated with a "flying saucers" toy giveaway, at their expense; and ran a co-op ad which they also paid for. This read "Modern age styling for modern age boys. Get your 'Flying Saucers' at Tatum's. Free with shoe purchases. See 'Earth Vs. The Flying Saucers' at Bristol Theatre. (Playdates)."

Imprinted napkins were given out at Hollingsworth's Cafe for two weeks prior to engagement.

A tiein trailer by Filmack was run on our screen three weeks prior to engagement. Copy called attention to the contest, the free "Flying Saucers" with shoe purchases, and reminded patrons to "snack or dine" at the cafe. The only cost to the theatre was for this trailer which proved most effective.

A unique display was set up in the theatre lobby with "robots" fashioned by Mrs. Blount from bits of scrap lumber, corrugated paper and heavy duty foil paper at a cost of approximately \$5.00.

A few, not over three dozen, window cards were strategically placed, particularly in school areas. These were hand-lettered with playdates, etc.

Some of the toy "flying saucers" given out by the shoe store were also distributed through "premium" popcorn bags, bearing an imprint ad on "Earth Vs. Flying Saucers" and playdates.

The total expense of this most effective campaign did not exceed \$30.

Filmack Names Stitt

CHICAGO—Irving Mack recently announced the appointment of Ralph Stitt to a post in Filmack Trailer Company's publicity and advertising department. This expansion of Filmack's publicity department, explained Mack, will place Stitt in charge of theatre advertising and the editing of Inspiration, replacing Dean Davis, who will handle television and non-theatrical advertising.

New Minimum Wage Scale Debated In N. Y.

ALBANY—The minimum wage for employees of concession stands in theatres would be one dollar an hour in New York state communities having 10,000 or more population and 90 cents elsewhere under the terms of a proposed wage order for retail trade workers, on which Industrial Commissioner Isador Lubin held four public hearings upstate and a final one in New York City recently. The dollar floor would also prevail in Nassau, Westchester, and Suffolk Counties. Current minimum rates are 75 cents in New York City; 70 cents in Nassau and Westchester Counties, as well as in communities with 10,000 or more persons; and 65 cents elsewhere.

The increased scale was attacked by industry spokesmen and defended by labor and consumer organization spokesmen at a hearing in Assembly Chamber here. Clifford Alanson, representing the State Council of Retail Merchants, estimated the new order would cost merchants a total of \$41 million. Commissioner Lubin challenged this, saying the cost would be less than half that amount. Lubin, a statistician by profession, said no exact computation had been made. The higher rates were supported by George Surtes, Local 305, Retail and Wholesale Employees Union, AFL-CIO, and by Mrs. Alfred Yankauer, Consumers League of New York for Fair Labor Standards. Both expressed the opinion the minimum should be \$1.25 an hour.

Concession concerns had no official representation at the hearing here and in the other cities, so far as could be ascertained. Many retail trade workers are now paid more than the minimum rates set forth in the new schedules.

Albany

Fabian's Palace wound up the celebration of its 25th anniversary with a Shower of Gifts Night. Manager Bill With promoted giveaways worth \$700 in tieups with merchants. The house will promote Christmas business with a Chevrolet draw on Dec. 19. . . . Harry Lamont started work on expansion of concession stands at the Riverview Drive-In, Rotterdam, N. Y., and Vail Mills Drive-In, Vail Mills, N. Y., for cafeteria-style operation in 1957. . . . Variety Club launched the Big Brother phase of the annual Denial Drive for Camp Thatcher with a meeting of team captains. . . . Albany will have an indoor-outdoor theatre setup within the city limits if the application of Erly Realty Development, Inc., for permission to build the twins is approved. Donald L. Lynch, county clerk, and Julian B. Erway, former district attorney, as associates in the realty firm, told Mayor Erastus Corning they proposed to construct the theatres on land the company owns on Upper Washington Avenue near the State Thruway entrance.

Atlanta

The new Starlight Drive-In on Moreland Avenue is the only twin ozoner in the state and one of the largest in the south, representing an investment of \$500,000 and capable of exhibiting to more

NEWS OF THE TERRITORIES . . .



Plans for the world premiere of Gina Lollobrigida's "Beautiful But Dangerous," 20th-Fox release, at the Memorial, Boston, were recently made in New York. Seen viewing ads and posters on the film are Charles Einfeld, 20th-Fox vice-president, second from right, and Sol A. Schwartz, seated, president, RKO Theatres. Looking on, left to right, are Harry Mandel, ad-pub director, RKO Theatres; Blanche Livingston, Mandel's assistant; Jay Golden, hidden, RKO division manager; and Rodney Bush, 20th-Fox exploitation manager. The Italian film star will attend the premiere in person.

than 6,000 persons at one time. . . . Ben Jordan and Jimmy Campbell, Allied Artists, were in for a sales meeting with manager James Hobbs. . . . The Crescent Amusement Company, Nashville, Tenn., closed its Bohemia, Cleveland, Tenn., and the State, Nashville. . . . Whit Carson was named manager, Belmont Hill, Smyrna, Ga., by president Ed Stevens, Stevens Pictures.

Boston

Irving Farber has closed the Church Street offices of Royal Pictures Corporation and will announce his new plans shortly. . . . A boy was born to the wife of Abe Garbose, owner, York, Athol, Mass., at the Richardson House, Boston, on Nov. 19. . . . The Disabled Veterans of America sponsored a party at the Rialto, Lowell, Mass., which attracted about 1100 children. Owner Norman Glassman donated the candy and popcorn for the kiddies. . . . Members of Independent Exhibitors, Inc., of New England attending the Allied annual convention in Dallas included Nathan Yamins, who is national delegate, Julian Rifkin, Henry Gaudet, and Leslie Bendslev.

It was announced last week that Gina



George G. Gallantz was recently appointed general counsel for Schine Enterprises by J. Myer Schine, chairman of the board.

Publishing Executive Sees Censors' End

ALBANY—Members of Albany Section, National Council of Jewish Women, heard Dan Lacey, American Book Publishers Council executive, predict that the United States Supreme Court would eventually eliminate all prior-restraint powers now exercised by state film censorship boards.

Lacey, who spoke on "Censorship and the Freedom to Read," said that tribunal had clipped the authority of the censors in its decision on "The Miracle" and had broadened the scissoring in subsequent rulings.

Before "The Miracle" litigation, in which the Supreme Court reversed the New York State Board of Regents' finding that the Italian-made picture could not be licensed because it was "sacrilegious," motion pictures had been considered a "form of entertainment, rather than of communication," Lacey pointed out. This viewpoint was tunnelled by the high court in "The Miracle" case. Only "obscenity" then remained as a ground for denying a state license, Lacey remarked.

In some future case, state censorship prior to public exhibition of motion pictures, will be wiped out by the Supreme Court, he predicted.

Lollobrigida, star of "Beautiful But Dangerous," which was formerly "The Most Beautiful Woman In The World," being released in this country by 20th-Fox, will make a personal appearance at the premiere of the picture in the Memorial on Dec. 7 to launch the Italian star's world-wide charity tour to raise money for Hungarian refugee children. It will be one of the most elaborate openings ever staged here.

PROVIDENCE, R. I., NEWS—Another in a series of bomb scares, which have plagued Rhode Island and nearby Massachusetts theatre managers over a period of months, recently caused the evacuation of some 200 patrons from the Palace, Cranston, R. I. After an anonymous telephone call, the patrons filed out in orderly fashion. Mrs. Anne Harte, cashier, received the call. James Randall, manager, walked along the aisles asking the patrons to leave. In order to avoid confusion, he ordered the booth operator to continue running the screening of the film in progress. A search of the theatre by police and the management disclosed no trace of a bomb.

Filmack's

TEASERETTES
are catching on fast!

Use 'em for
• PREVIEW
TRAILERS
• CROSS
PLUGS
• ADVANCE

These short, snappy talking trailerettes are just what you've been waiting for.

No contracts, no returns. Write for information!

FILMACK

1327 S. WABASH

CHICAGO, ILL.

Underground Garage Boon To Theatres

BOSTON—The promoters of the garage under Boston Common are preparing to go ahead with plans for the delayed project, after many months of litigation and opposition, it was learned. This garage, which would handle more than 6,000 cars, has been the unanimous desire of downtown theatre operators as a boon to business and a relief from parking problems and traffic congestion.

Mayor Hynes recently disclosed that he has received a letter from James D. St. Clair, counsel for Boston Common Garage, Inc., announcing the group's intention of seeking approval of its plans. The letter said specifications for the garage would be submitted to city department heads for action.

The garage question has been held up by litigation over whether the city has the right to allow it to operate tax free. A group of garage operators has opposed the tax exemption, but a recent decision by the Massachusetts Supreme Judicial Court upheld the city's right to eliminate the taxes. There is, however, the possibility of an appeal to the U. S. Supreme Court.

NEW HAMPSHIRE NEWS—Michael J. Nadeau and James P. Nadeau, Dover, announced that they have leased the Sunset Drive-In, located on the Milton Road, Rochester, to the Rochester Drive-In Theatre Corporation. Plans are under way for extensive remodeling of facilities to provide for "the finest outdoor theatre in the Rochester area." . . . Lisbon Playhouse has been reopened by its new proprietor, Anthony Corey. The operators include Arthur Presby, Walter Whitcomb, Seth Presby, Sr., and Seth Presby, Jr. . . . Glen Johnson, Ashville, N. C., has accepted a position as manager, Regal, Franklin.

Buffalo

Arthur Krolick, Paramount Theatres district manager, has started a campaign to sell gift books of theatre tickets as Christmas gifts, while Edward F. Meade, manager, Shea's Buffalo, announced the start of sale of books containing tickets good in any Loew's theatre in the country. . . . Carl J. Rindcen, supervising manager, Shea's North Park and Kensington, started a series of four art programs in the North Park. . . . Earl Hubbard, director of public relations, Teck, announced a Cinerama benefit performance for UNICEF on Dec. 10. . . . Myron J. Hayes, retired Eastman Kodak vice-president, died at 65 in his Deerfield Beach, Fla., home. . . . The Scholastic Legion Of Decency unanimously selected Paramount's "War And Peace" at the Century for its decency film citation award. . . . When Walt Disney's "Secrets Of Life" was shown at the Eckel, Syracuse, the work of a prominent local educator was on display for a second time this year. To complete his true life adventure film on nature in everyday action, Disney purchased 1,000 feet of film from Dr. Edward M. Harlow, of Syracuse, a semi-retired professor of wood technology at the State University of New York College of For-

New Directors Named For Buffalo Variety Tent

BUFFALO—Tent Seven, Variety Club, has named 11 new directors for ensuing year, V. Spencer Balsler, Basil Theatres; Harold Bennett, National Screen Service; Ike Erlichman, U-I; Sam Geffen, Warners; Myron Gross, Co-Operative Theatres of Buffalo; Marvin Jacobs, retired; George H. Mackenna, Basil's Lafayette; Charles B. Kosco, 20th-Fox; Francis Maxwell, RKO; Jack Mundstuk, MGM; and Murray Whiteman, The Song Shop and past chief barker. Balsler also has been chosen as a delegate of Tent Seven to the Variety Clubs International Convention next May in New Orleans. The new directors will meet before the first of the new year to select Tent Seven officers for 1957.

estry. His motion picture techniques were previously shown to the public last June in "Animal World." . . . Ben E. Bush, a prominent member of Tent Seven, Variety Club of Buffalo, will head the March of Dimes Campaign again.

Chicago

Several prominent theatre men, including Doc Banford, Leon Lee, Harry Nepo, and Frank Hamer, were hospitalized. . . . Recent out-of-town visitors at Variety Club included George Mohr, Toronto; Scott P. Hall, Sarasota, Fla.; Tom Dillon, Indianapolis; Al Levy, Cleveland; and W. P. Mattingly, Dallas. . . . The annual theatre collections sponsored by Variety Club for the benefit of La Rabida Sanitarium produced more than \$47,000. . . . Theatre attorney Abner J. Mikva was elected representative from the 23rd district to the Illinois Legislature. . . . Louis P. Cochovety, 58, owner, Avon and Colfax, South Bend, Ind., the Tivoli, Mishawaka, Ind., and two drive-ins, died. President Jack Kirsch, Allied Theatres of Illinois, was among those who attended the funeral.

Cincinnati

John Pennington is a new TOC booker, replacing Sam Haber, resigned. . . . Evelyn Niehiesel has returned to RKO as a general clerk, while Joan Clemens is the new RKO contract clerk, replacing Doris Thieman, who was married Dec. 1. . . . Mrs. Phil Chakeres, wife of the Chakeres Circuit head, was recovering



Plenty of attention was called recently to United Artists' "The Sharkfighters" by Lester Pollock, manager, Loew's, Rochester, N. Y., by the use of this "walking bill board."

Cincinnati Variety Tent Names Onie Chief

CINCINNATI—William Onie, manager, Oxford Amusement Company, suburban circuit operation, has been elected chief barker, Tent Three, Variety Club, succeeding Robert McNabb, branch manager, 20th-Fox.

Other new officers are, first assistant, Rube Shor, president, S and S Amusement Company; second assistant, Nathan S. Wise, public relations counsel; secretary, Saul Greenberg, secretary, States Film Service; and dough guy, James McDonald, general manager, TOC.

Directors are the officers, former chief barkers Herman Hunt, Vance Schwartz, Edward Salzberg, Allan Moritz, and Robert McNabb, and James Joseph, Abe Maius, Stuart Jacobson, Jack Kalan, Bernard Dabncy, and Noah Schecter.

The new officers will be installed in mid-January.

satisfactorily at her home from a heart condition. . . . Bill Rush, manager, Capitol, will provide free admissions at any screening of Cinerama for children in Greater Cincinnati orphanages during the 15 days before Christmas. An appeal has been made for individuals and organizations to provide transportation. . . . Frank Schrieber, U-I branch manager, became the grandfather of a boy. . . . Following an annual custom, Chakeres Circuit houses gave away turkeys to lucky patrons on the Tuesday before Thanksgiving. . . . Newbolt Circuit has bought the Pocahontas, Welch, W. Va., from Lloyd Rogers, effective Jan. 1. . . . Joe Blum, owner, Main, suburban Mt. Healthy, O., reopened the house Thanksgiving Day. It had been extensively renovated following a fire.

COLUMBUS, O., NEWS—The Ohio Federation of Child Conservation Leagues has begun an active campaign for more family movies. Mrs. Robert Caine, chairman, presented a plea for family movies at the recent convention of the Independent Theatre Owners of Ohio, which adopted a resolution asking producers to make more family features. An appeal will be made to newspapers to carry a rating system on films. . . . Donald Hooten, manager, RKO Grand, has inaugurated a series of Saturday morning cartoon shows. . . . Special students' price was in effect for the showing of MGM's "Lust For Life" in Loew's Ohio. Coupons for the reduced-price tickets were distributed to high schools, art schools, and colleges. . . . Clyde Moore, theatre editor, Ohio State Journal, was recuperating following a week's hospitalization for a back ailment.

Cleveland

The four-week-old newspaper blackout, which began when the Newspaper Guild members of the press went on strike, continued. The Plain Dealer and News immediately became involved through affiliated crafts, whereupon the newspaper publishers announced there would be no publication until new contracts had been effected with all of the crafts. As a public service, the Cleveland Transit Company was distributing pamphlets listing the attractions in downtown theatres

and at most of the neighborhood houses. Cleveland Motion Picture Exhibitors Association cooperated with the CTS in assembling information. . . . James R. Velde, United Artists general sales manager, was to be here today (Dec. 5) to meet leading area exhibitors at a luncheon in the Statler Hotel. Cleveland is one of his stops on a tour of exchanges to listen to exhibitor complaints and to discuss forthcoming United Artists pictures.

Funeral services were held recently for Mrs. Tillie Kaplan, 75, who died in St. Luke's Hospital after a long illness. She was the mother of Betty Kaplan, secretary to MGM branch manager Jack Sogg and mother-in-law of Harry Lyman, States Films. . . . Another death reported was that of Harry Mackey, who owned and operated theatres in Hopedale and Yorkville, O. . . . The Salesmen's Club of Cleveland set Dec. 15 for a holiday screening party in the 20th-Fox screen room, starting at 8:30 p.m. and to be followed by a late supper at Harvey's Barbecue. In charge of arrangements are Aaron Wayne, club president; Irwin Marcus, National Screen Service; and Jim Levitt, U-I. . . . Peter Rosian, U-I district manager, and Peter Dana, eastern division manager, slated a district meeting in Pittsburgh, Dec. 10-11, to discuss sales policies on 1957 product.

Jack Sogg, local MGM branch manager, entertained several home office executives. They included central division manager John J. Maloney, his assistant Charles Dessen, and short subject sales manager William Zoellner. . . . Universal-International publicity representative Duke Hickey is now the proud possessor of a private office, which he hopes to dedicate with a small party shortly. His former headquarters was a desk in the main office. . . . Harold Kay, manager, Lake, Painesville, O., donated his theatre and all service to the Painesville Rotary Club for a benefit show in behalf of retarded children. This is the ninth year that Kay has participated in this civic activity, and it won him top editorial spot in a recent issue of the Painesville Telegraph. . . . M. B. Horwitz, head, Washington Circuit, has named Norman Wheaton manager of his deluxe State, Cuyahoga Falls, O., to succeed Ron Failes. Wheaton at one time managed the Telenews, Cleveland, but most recently has managed the Telenews, Detroit. . . . "This Is Cinerama" opened to capacity business at the Palace, and, according to managing director Max Mink, seats are selling six weeks in advance. All the top Cinerama executives were here for the opening, including Lowell Thomas, who was guest of honor at the annual meeting of Bluecoats, Inc., in the Union Club.

Dallas

Robert W. Kunce has assumed duties as house manager, Melba. A California native, he has been associated with the theatre business since 1951. He managed the Fox, San Francisco, from 1954 until recently. . . . Woody Gibbs, U-I booker, suffered a heart attack. . . . In conjunction with the showing of Columbia's "You Can't Run Away From It" in the Palace, the Interstate Circuit tied in with Decca Records to give away two free tickets to the showing with the purchase of a soundtrack album at any one of 17 local music stores. . . . L. B. McAllister and

Iowa Tax Study Group Proposes Additional Levy

DES MOINES—The Iowa taxation study committee in its final report for the 1957 State Legislature proposed to allow cities and towns to levy an additional sales or use tax. The committee made no other recommendations involving a special admission tax or amusement tax.

The proposal submitted would provide an enabling act authorizing the cities and towns to establish an additional sales tax up to one per cent, but would first require an affirmative vote of the people in the city or town involved.

At the present time, theatres pay a two and one half per cent state sales tax, but the next Legislature is expected to reduce this to the previous two per cent tax.

Julian Umbenhour have received golden membership cards from IATSE, Local 126, at Fort Worth, Tex., marking 50 years of service membership. They are the only charter members still active. . . . A deal was reported to be in the final stages between Jack Goldberg, head of distribution, Studio Films, and Felic C. Tanco, president, Film Corporation of America, to sign distribution contracts covering 10 feature films to be shot in Texas with Hollywood stars in the leads and Texas talent filling supporting roles. Arthur Leonard, an independent producer, has joined FCA as production executive. Leo Carrillo is chairman of the board for the new organization.

Des Moines

Hal Malone, 41, former Chicago theatre manager, died here from cancer. He came to Des Moines two months ago from East Chicago, Ind., where he was manager, Vegue. . . . Clayton Bosten has reopened the Palace, Muscatine, Ia.

Houston

Four Japanese girls were to visit here today (Dec. 5) as part of their nationwide tour on behalf of MGM's "Teahouse Of The August Moon." . . . Jim Hudgens, Columbia office manager, reported that Bill Goll, booker, has returned to duty. Goll was stricken with polio while on vacation this summer. . . . H. C. Kaufman,



It was good to see those crowds in line once again as Texans waited to see Warner's "Giant," Interstate's Majestic, Dallas. The film is shaping up as the biggest Warner grosser of all time in the state of Texas.

Columbia manager of exchange operations, was in. . . . Also visiting was J. B. Underwood, Columbia district manager, Dallas. . . . Pete Hawkins, manager, Garden Oaks, an Interstate unit, was hospitalized in St. Luke's Hospital. . . . Sebe Miller, Walt Disney salesman, Dallas, was a visitor. . . . The old Sunset, which later became the Academy Art, has been converted into a warehouse and general office building for a drug store concern. . . . Allied Artists' "Friendly Persuasion" was sneak previewed in the Majestic. Invitations were sent to the press by W. E. Finch, Dallas branch manager.

Bill Coleman, MGM, was here to talk over business with Julius Gordon, president, Jefferson Amusement Company. . . . Fred Cannata, vice-president and general manager, Horowitz Theatres, reports that during his recent New York visit with his wife, he observed that the show business trend is toward more extended runs of the road show, reserved type seat pictures. . . . Johnny Swor, old time blackface comedian, together with his brother, Bert, was a visitor at the local city office of the Interstate Circuit renewing friendships, including Eddie Bremmer. . . . The Houston Press together with Loew's State conducted a novel contest in conjunction with the showing of "Attack." An item ran across the top of the classified page telling how to win a free turkey or own a fine car. Readers were asked to find the letters in the ads on the page, paste them on a sheet of paper so that they spell "Attack" and name the best used car bargain on the page.

Milwaukee

Morrie Anderson, RKO branch manager, returned to his desk following hospitalization. . . . Marcus Theatres is acquiring the Orpheum, Green Bay, Wis., from the Minahan estate. . . . Robert Brill, former Century manager recently managing Janesville, Wis., houses for Gran Enterprises, is returning to the Century post, while Don Patch, former Century manager, is now at Gran's Oriental, replacing John McKay. . . . Harold Pearson, Wisconsin Allied executive secretary, spoke before a meeting of the projectionists' union at Wisconsin Rapids. . . . The Plainfield, Plainfield, Wis., was to be auctioned, including equipment as well as the building. . . . Dave Chapman, Columbia, was elected treasurer, Colosseum of Motion Picture Salesmen, by the national convention in St. Louis. . . . Spiro Pappas, Alliance Circuit vice-president, became a father. . . . Thomas Theatres closed its Rex, Ironwood, Mich. . . . Robert Spambauer is the new manager, Gran's Myers, Janesville. Spambauer formerly managed the Lake Park Drive-In, Fond du Lac, Wis.

Minneapolis

Peter Ildved and George Severn have purchased land at Baudette, Minn., for construction of a drive-in, with opening set for the early spring. Ildved and Severn also operate the conventional Grand, Baudette. . . . Paramount's "War And Peace" will break in 11 houses in the Twin Cities on Christmas Day. . . . The Volk brothers are spending \$1,100 for refacing the canopy of the neighborhood Nile. . . . Mrs. Arlys Wagner has

Columbia's Grainger Dies In New Orleans

NEW ORLEANS—John Howard Grainger, 56, assistant branch manager for Columbia for the past 12 years, died in Baptist Hospital recently following several years of illness. Services were held at the House of Bultman, after which the body was sent to Nashville, Tenn., for interment.

Grainger's career in the industry dated to 1920. He served with the old Goldwyn Company, Metro-Goldwyn-Mayer, and Monogram Southern Exchange in New Orleans.

Active pall-bearers were Huston Duval, Nathan J. Dreyfus, C. J. Briant, John F. Kinerd, Glenn Taylor, and Robert N. Bruce. Honorary pall-bearers were Gaston J. Dureau, Jr., Harold F. Cohen, Page M. Baker, V. H. Bridges, and Arthur L. Barnett.

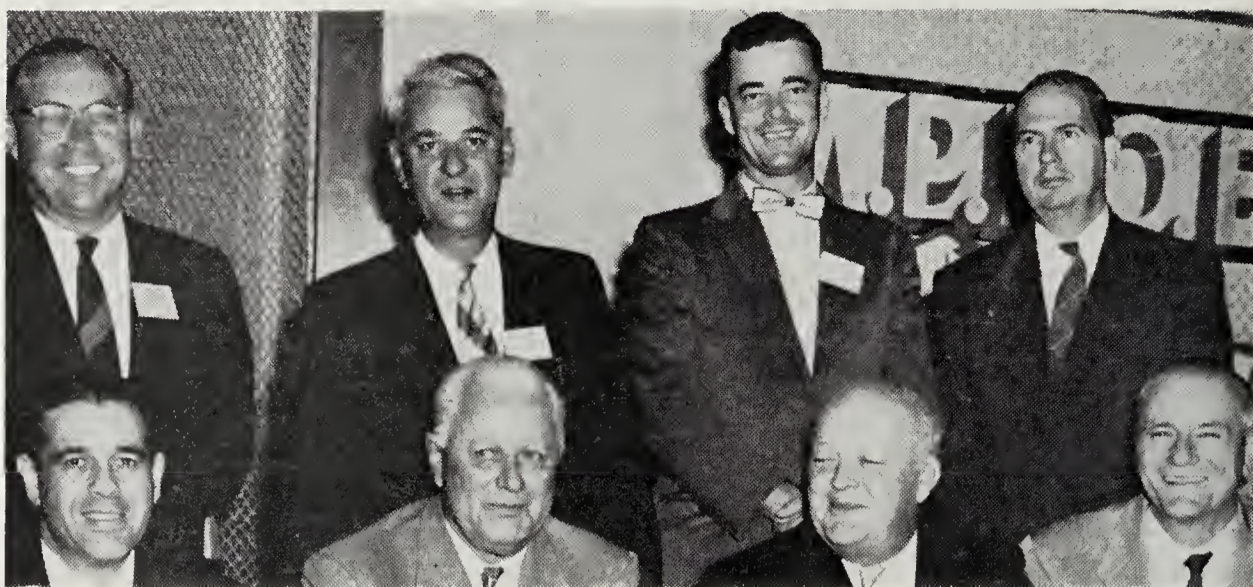
Survivors include his widow, the former Mary Green, two sons, John H. Grainger, Taos, N. M., and George Grainger, San Francisco, a daughter, Mrs. Mel Despars, Manhattan Beach, Cal., and a sister, Mrs. George W. Taylor, Coronado, Cal.

leased the Majestic, Clear Lake, S. D., from J. E. Wilson. . . . Harvey Gifford, Kee, Kiester, Minn., dropped Tuesday and Thursday night showings. . . . A new generator and stronger lamps have been installed in the Hartford, Hartford, Wis. . . . Jim Phelps, formerly of Cedar Rapids, Ia., has been named manager, Firemen's, New Hampton, Ia. . . . Richard Myers has been appointed manager, Lake, Clear Lake, Ia. . . . Officials of the new Herreid Community, Herreid, S. D., are pushing work on the outer shell of the house in the hope that it will be completed before winter weather halts construction. . . . The Thomas circuit closed the Roxy, Ironwood, Mich., leaving only one stand in the Ironwood-Hurley, Wis., area, the Ironwood.

New Haven

Managers throughout the state have been lining up sponsored Christmas shows to bolster holiday business. . . . The Palace, Middletown, Conn., had The Star Larks on stage for two shows. . . . The Mayfair, Terryville, Conn., gave free admission to the first 10 youngsters in line for a Saturday afternoon show. . . . Charles Tomasino, son of Mike Tomasino, former White Way theatreman, was elected to the State Senate and will be feted at the G.O.P. victory dinner at the Waverly Inn on Dec. 10. . . . Franklin E. Ferguson, Whalley manager, is chairman of the 1956 Christmas Seal Sale here. . . . Morris Rosenthal, Loew's Poli manager who has been on sick leave, was due to return to his managerial post after a stay in Florida. . . . Division manager Harry F. Shaw, Loew Poli New England Theatres, emceed the special Christmas Lighting Program. On the same show was Faye Emerson. . . . Lou Brown, Loew Poli Theatres publicity director, has been elected to the Board of Governors, Union League Club. . . . Film exchanges are preparing the annual Christmas parties.

HARTFORD, CONN., NEWS—Joe Faith reopened his Carberry, Bristol, Conn.,



Officers of the Motion Picture Exhibitors of Florida for 1957, elected at the recent Jacksonville convention, are seen here. Seated, left to right, are Sheldon Mandell, secretary, St. Johns, Jacksonville; B. B. Garner, president, Talgar Theatres, Lakeland; James Cartwright, treasurer, Florida State Theatres, Daytona Beach; and Elmer Hecht, board president, Wometco Theatres, Miami; and, standing, left to right, four vice-presidents, Mark DuPree, FST, Jacksonville; James Biddle, Fay, Jasper; Arnold Haynes, Naples, Naples; and Bob Dougherty, Floyd Theatres, Haines City.

and the Strand, Willimantic, Conn., was relighted by Edward Berube. Both theatres operate on subsequent-run policy. . . . Dayville, Conn., residents, objecting to plans by Erwin Neumann to build an outdoor theatre in that community, have filed a protest with State Police Commissioner John J. Kelley, citing traffic hazards and other problems that would allegedly result from the theatre. Under state police ruling, those persons objecting to a drive-in theatre project are entitled to a Hartford hearing, but no date has been announced. . . . Albert M. Pickus, owner, Stratford, Stratford, Conn., and a TOA vice-president, announced that his theatre's parking lot would be opened on Sunday mornings for use by those desiring off-street parking during church services.

New Orleans

Manley secretary Mrs. Corrine Staunton resigned because of illness. Replacing her is Terry Braeltmann, a newcomer to Film Row. . . . Woolner Brothers' forthcoming production, "Female Fury," will be lensed in Cuba instead of Central America as first reported. Bernard Woolner, president, Woolner Pictures was in Hollywood completing production arrangements for shooting around the first of the year. . . . Business clubs in Homer, La., joined W. P. Florence in a drive for the sale of season



Producer William Wyler was recently given high tribute for his outstanding screen contributions at the Hollywood premiere of Allied Artists' "Friendly Persuasion" at the Fox Wilshire. Samuel Goldwyn, right, presented him with a large silver bowl.

tickets which resulted in the reopening of the Paula there. . . . WOMPI program chairman Marie Berglund announced that the club's December luncheon will be open to members only and will feature the usual holiday festivities. . . . Paramount Gulf president Henry G. Plitt has been appointed a co-chairman of Theatre Owners of America's standing showmanship committee for 1956-57 in this area. . . . Bijou Amusement Company reopened the Lincoln, Baton Rouge, La., after a short closing. . . . C. L. Thomas, manager, Cave, Delhi, La., notified Transway to suspend service until further notice because of a weekend fire. . . . "Oklahoma!" opened in the New Saenger, Shreveport, La., its 31st engagement. House is managed by Elliott E. Edwards.

The worst fire in McComb, Miss., in half a century recently destroyed the offices there of the Pike Amusement Company and the Pike Booking and Supply Company, the headquarters of the circuit operated by T. G. Solomon and associates in Alabama, Florida, Louisiana, and Mississippi. The blaze, which razed three two-story buildings in the business district and claimed at least two lives, resulted in a total loss for the Pike organization, including records which cannot be replaced.

WOMPI members are Mrs. Martha L. Barkoff, Paramount Gulf, and Mrs. Hulda Marchand and Elizabeth Moore, both of Richards Center, La. . . . WOMPIs are calling for a sewing machine, old or new, for one of their needy families they have taken under their wing. Thanksgiving baskets complete with turkey were, as in other years, presented to their adopted families. Chris Baum, Jr., Exhibitors' Poster Exchange, with the help of his mother, who saved loose change during the past few months, bought a turkey for one of the baskets. . . . WOMPI "Oscar of the Month" went to Judith Hanmer who cheerfully responded to any request, participating in each and every effort handled by the club. . . . WOMPI president Ruth Toubman has appointed Helen Bila, chairman of the committee from WOMPI, to work on Variety Clubs upcoming cerebral palsy telethon. . . . Kenneth Giddens, president, Giddens and Rester Theatres, Mobile, Ala., purchased a 40 foot yacht which sank in the Gulf



Seen at the recent opening of the new Skouras Syosset, Syosset, L. I., were, left to right, New York stage star Joan Roberts; Spyros S. Skouras, president, Skouras Theatres Corporation; and Columbia contract player Adelle August.

off Carrabelle, Fla. Two crewmen reached shore about 25 miles north of Cedar Key, Fla., after spending five days in a dinghy. However, the yacht, named Aquabelle, after many days search, hasn't been located as yet.

New York

Buddy Adler, 20th-Fox executive producer, was in and was expected to attend the Dec. 13 benefit world premiere of "Anastasia" in the Roxy, which will benefit the Judson Health Center. . . . Lewis Blumberg was in conferring with UA executives on promotion and distribution plans for his production of "The Big Boodle," featuring Errol Flynn. . . . The French-made "La Sorciere" will have its American premiere Christmas week in the Normandie. . . . Al Morgan, author, U-I's "The Great Man," was in for press, radio, and TV activities. . . . Bob Vogel, MGM studio international department, was in. . . . Dave Blum, Loew's International director of advertising, publicity, and exploitation, is recuperating at Lenox Hill Hospital.

A life-time pass to the 55th Street Playhouse is being offered as a prize to the patron suggesting the best American name for "Vitelloni," Italian-film, when it is given its national release. . . . Edward Morey, Allied Artists vice-president, returned after a Hollywood visit. . . . RKO's "Bundle Of Joy" will have a gala benefit for First Aid For Hungary in conjunction with CARE at the Capitol, on Dec. 19.



Lige Brien, UA director of special events, recently presented travel tickets to Mrs. A. E. Neiningner, Ellwood City, Pa., who won an expenses-paid vacation in Paris in the letter writing contest held in connection with "'Gentlemen Marry Brunettes.'"

NEWARK, N. J., NEWS—Diane Gordon, manager, Oritani, Hackensack, N. J., was reported in good condition at the Englewood Hospital following an emergency appendectomy. . . . The Ritz was damaged by fire which was started by thieves who used a log as a battering ram to break into the building. The fire wrecked the theatre office and a storage room and caused extensive smoke and water damage to the main portion of the building. Police said the thieves apparently started the fire after being frustrated in a search for money.

Philadelphia

Bill Lyons, MGM studio publicity department, was in for several days before returning to the coast. . . . Sam Gross, projectionist, has taken William Greenfield's Ambassador on lease. . . . Condolences were extended to the family of Harry Weiner, Columbia division man-

Japanese Film Week Scheduled For Jan. 20

NEW YORK—The Motion Picture Association of Japan recently announced that a Japanese Film Week will be held in the Museum of Modern Art, Jan. 20-25, 1957, sponsored by the Motion Picture Association of Japan and the Japanese Embassy in the U. S. It is expected that many of the Japanese-American organizations in the New York area will participate.

ager, upon the death of a seven-year-old grandson, the son of Herbert Weiner. . . . Samuel Resnick, manager, New Mayfair, reported to police robbery of the safe there of over \$1,300. . . . Anna Lewis, 82, Paramount inspectress who had been on the retired list for the past 10 years, died.

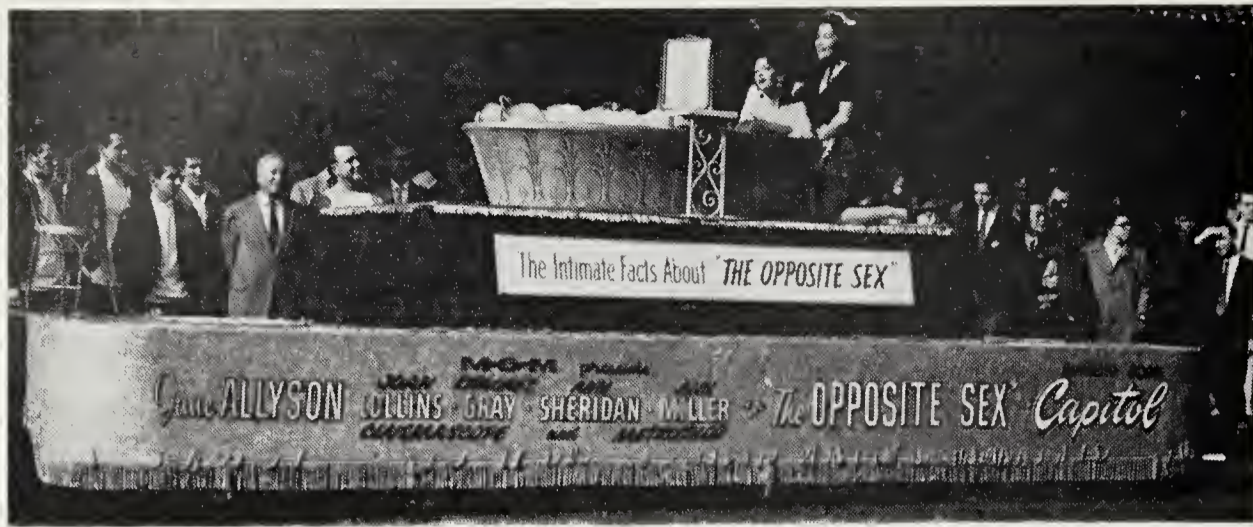
The Tip-Off On Business

(The Tip-Off On Business is a record of how pictures are grossing in various parts of the country. The rating given the pictures (see key) is a cross section of reports received from the field, and presents a summary of various types of runs. Inasmuch as the rating given cannot constitute the business of each individual engagement, an attempt is made to present a general average. By studying the ratings, which are constantly kept up-to-date, exhibitors may guide themselves in their buying and booking.—Editor)

KEY TO "THE LITTLE MEN" RATINGS: (DECEMBER 5)

- Registering grosses in the highest brackets.
- Just fair, nothing out of the ordinary, average.
- Good, although not breaking down the walls
- Disappointing, below what was expected.

THE GIRL HE LEFT BEHIND (Warners)		SECRETS OF LIFE (Disney-Buena Vista)	
GIANT (Warners)		LUST FOR LIFE (MGM)	
FRIENDLY PERSUASION (Allied Artists)		LOVE ME TENDER (20th-Fox)	
WAR AND PEACE (Paramount)		THE MOUNTAIN (Paramount)	
THE SOLID GOLD CADILLAC (Columbia)		JULIE (MGM)	
BETWEEN HEAVEN AND HELL (20th-Fox)		EVERYTHING BUT THE TRUTH (U-I)	
TEENAGE REBEL (20th-Fox)		YOU CAN'T RUN AWAY FROM IT (Columbia)	
THE BEST THINGS IN LIFE ARE FREE (20th-Fox)		THE POWER AND THE PRIZE (MGM)	
THE UNGUARDED MOMENT (U-I)		DEATH OF A SCOUNDREL (RKO)	
THE OPPOSITE SEX (MGM)		SHARKFIGHTERS (UA)	



Bally men at the Capitol, New York, again took to the floats when the bath sequence from MGM's "The Opposite Sex" was reproduced as shown above with the aid of a live model, who lolled in suds as the street bally was routed up and down Broadway and into the neighborhoods, attracting large crowds en route.

. . . The Hamilton, Lancaster, Pa., closed. The house was opened on Sept. 11, 1916. . . . Milgram Booking Service announced it is now handling the Starlite Drive-In, Muncy, Pa.; Lycoming Drive-In, Williamsport, Pa.; Halifax Drive-In, Halifax, Pa.; and the Sauconia, Hellertown, Pa. . . . The Avenue, Delmar, Del., which has not been occupied for two years and is owned by the Lee Insley Estate, Salisbury, Md., was damaged last month by a fire which was confined to the interior of the building. A section of the balcony was burned away, but most of the damage was from smoke and water, fire officials said. The loss was not estimated, but officials said it probably would be several thousand dollars.

Birk Binnard, area ad-pub chief, Stanley Warner Theatres, was busy with DCA New York execs setting the opening of the new rock 'n' roll opus, "Rock, Rock, Rock" in some 30 nabe spots. And speaking of DCA, Hy Bettinger, last here with 20th-Fox, has returned as new branch manager for DCA both here and in Washington, D. C. Locally an exchange is being set up at 1313 Vine Street. Sieg Horowitz, last with DCA, has gone with Jack Harris' Screen Guild. . . . Patricia Folliard, daughter of Bob Folliard, RKO district manager, married Lieutenant John Dugan, just out of the Army Air Force, on Nov. 24. An engineer, he will be employed by Westinghouse in Pittsburgh. . . . Benny Harris, American Film, has acquired for area distribution "Love Me Madly," which had its local debut at the Carman.

READING, PA., NEWS—The Plaza, closed on and off for several years and at times used for religious services by traveling evangelists, reopened as a theatre for first-run product. The first picture shown, with all seats at 99 cents and listed as "adult entertainment," was "Elysia." . . . Presence of mind saved the life of Jo Anne Schell, 20, cashier, Park, managed by Emanuel S. Rosenberg. Her clothes caught fire from a portable electric heater in the ticket-seller's booth, but she jumped out of the booth, rolled on the sidewalk, and beat out the flames with her hands. She was admitted to St. Joseph's Hospital with painful but not dangerous burns.

Pittsburgh

The Central, Herminie, Pa., which has been dark for some time, was being prepared for reopening. . . . Tom Szelenyi,

who left the Warners booking department, is remaining with the company in another capacity. . . . Peter Manos, Indiana, Pa., manager for the Manos circuit, was hospitalized there with a chest cancer. A brother, Jack, Ellwood, Pa., city manager, died of a heart attack two months ago in the lobby of the Manos, Ellwood city. . . . Associated circuit officers said Allied Artists had entered non-performance of contract litigation against the circuit, but that Associated was countering the action in entering a violation of contract suit against AA, claiming that the pictures in question should not have been licensed first run in Pittsburgh because they had already been exhibited in a Bill Weiss theatre in McKeesport, Pa., where pictures are not available until 14 days after Pittsburgh. . . . Variety Club, Tent One, elected its new crew. . . . Ed Prizer, who was married recently, will reside here. He and his bride are from Philadelphia. He represents Exploitation Productions in this area, with office in the Atlas Theatre Supply Building. . . . Raymond Showe, Theatre Candy Company, attended regional meetings of managers of the Shea Circuit held in Cincinnati and Cleveland. Present also from this area at the Cleveland meeting were Bernie Hickey, Fulton, and Bob Limbaugh, Colonial, Erie, Pa. . . . Charles Jim, former Westmoreland County exhibitor, was elected to the State Assembly.



Plans for the benefit world premiere of 20th-Fox's "Anastasia," Roxy, for the Judson Health Center were formulated at a recent committee meeting attended by, left to right, Edward E. Sullivan, 20th-Fox publicity director; Ward Melville, chairman, premiere committee; Dr. Eleanor A. Cambell; Mrs. P. H. Kalt, chairman, women's committee; and William Miller, Roxy manager.

Ticket Tax Division Hurts School Board

READING, PA.—A controversy in Muhlenberg Township, largest school district in Berks County and adjoining Reading, over the approximately \$35,000 "gravy" coming to the school district each year from the amusement tax on the Reading Fair, two theatres, and other ventures, has come to a head.

Long eyeing this juicy tax revenue item, but not sharing it, the Muhlenberg Board of Township Supervisors has now decided to step in, under the state law, and take half of this tax, a 10 per cent levy on all amusements and sports events.

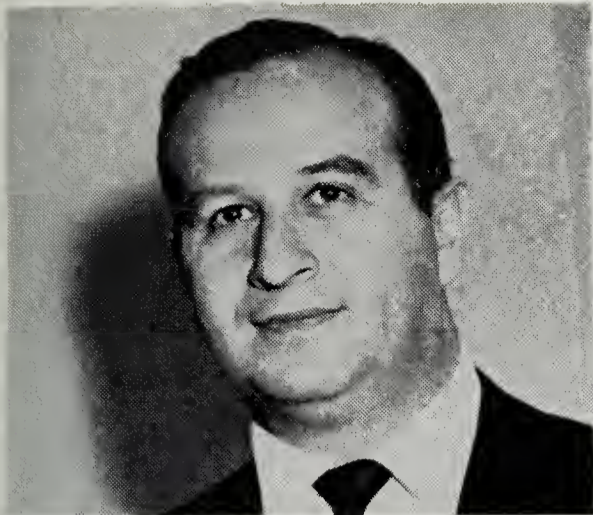
This move enables the supervisors to keep their regular tax levy at present marks, but the school district must now boost its \$7.50 annual head or personal tax to \$10 for the new year. The school board will lose \$17,000 or more, half of the yearly amusement tax revenue. The school district is hit hard particularly at this time by the supervisors' move, as the school board is now building a \$450,000 grade school.

Joseph T. McClain, Penn doorman for upwards of a decade until he resigned to become business agent for IATSE Local B-12 of theatre employees, died of a heart attack in his Oklahoma home. . . . Twin daughters were born to the Harry Witmers. He is a Columbia shipper and the mother is the former Shirley Palese, employed for several years at the 20th-Fox office. . . . Mrs. Thelma W. Steele is the new operator, Delmore, Avonmore, Pa., being booked by Co-op.

Again this year, the highlight of the Press Old Newsboys fund campaign will be the annual premiere to be sponsored in the Stanley for the benefit of the Children's Hospital. The theatre and picture presented each year is provided through the courtesy of Stanley Warner and Old Newsboy Moe Silver, SW tri-state zone manager. . . . Jack Keiffer, who resigned recently as manager, Studio, Bellevue, Pa., is vacationing at Miami Beach, Fla., and may decide to stay there. Bob O'Hara is the new manager. . . . Norbert Stern's Associated Theatres was reported on the verge of putting the Hippodrome on the block. . . . Harold S. Eskin circuit's Alpine, Punxsutawney, Pa., again has gone dark. . . . Jack Kalmenson is recuperating from his illness at Miami Beach. . . . A trade screening for Warners' "Baby Doll" also presented the wonders of Florida in the four-reeler, "Chasing The Sun." . . . The United Artists exchange won the eastern division first place in the company's recent sales drive, which means a bonus of six weeks salary for Jimmy Hendel, branch manager, and three weeks for most of the office force.

St. Louis

The Rodee, New Berlin, Ill., owned by W. J. Rodell and Sons, was completely destroyed by fire which also demolished neighboring structures, and it appears very uncertain that a new house will be constructed to replace the theatre. . . . New projectors have been installed in the Prairie, Prairie DuRocher, Ill. . . . The Jefferis, Piedmont, Mo., has been reopened with owner A. B. Jefferis serving as projectionist. . . . The State, DuQuoin,



Gene Tunick, UA branch manager in Philadelphia since 1954, was recently named eastern district manager for the company with supervision over the Boston, Buffalo, New Haven, Cleveland and Philadelphia exchanges.

Ill., and the Hull, Hull, Ill., were to close for several weeks during the Christmas season. . . . A large gathering was expected for this week's luncheon meeting of MITO officers and directors in the Melbourne Hotel, at which Lieutenant-Governor-elect Ed. V. Long, a MITO director, was to be honored. . . . Eddie Koehr, National Screen office manager, was due to return home from St. Anthony's Hospital, where he was undergoing treatment for malaria. . . . The Lincoln, Charleston, Ill., a Frisina unit which recently reopened, went to an art policy. . . . The Osage, Kirkwood, Mo., operated by Harry Wendt, also has gone on an art policy. . . . Jim Castle, division advertising and exploitation manager, Paramount, was to be guest speaker this week at the meeting of the Advertising Club of St. Louis in the Statler Hotel. . . . The United Nations International Children's Emergency Fund will receive proceeds from a benefit performance of Cinerama's "Seven Wonders Of The World" in the Ambassador on Dec. 10.

San Antonio

Two masked bandits held up Douglas Naylor, manager, Woodlawn, and escaped with an estimated \$7,000 in cash in 10 money bags. The estimated loss included all weekend receipts of the Woodlawn, Josephine, and Laurel, owned by Tom Sumners. . . . Arthur H. Landsman, 56, brother of Arthur Landsman, president, Statewide Drive-In Theatres, died here.



David O. Atkinson, Sr., owner, Philmont and Main, Phillipsburg, N. J., was honored recently for his 50 years in the industry. He is seen here chatting with Russell Schaefer, manager, Berwick, Easton, Pa., at the testimonial held in his honor at the Circlon, Easton.

His body was sent to Benton Harbor, Mich., for interment. . . . Edmo Elizondo has been named manager, Charro Drive-In, replacing Delmo Pearce, who was transferred to a new post in west Texas. . . . The Interstate Circuit was among the many local firms and individuals contributing to the city's Christmas decorations program. . . . Mrs. Odessa Stell was recovering at her home from injuries received in an auto accident. She is the wife of Bygie Stell, Azteca.

The Iris, Alice, Tex., is now owned and operated by Louis Mora, a local businessman. . . . R. T. Henley has assumed the managership, Tradewind Drive-In, Texas City, Tex., according to Joe Brown, city manager, Long Theatres. For the past two years, he was with the Royal, Meridian, Miss. . . . The home of Clarence Mc-

Neil, owner and operator, Chief Drive-In at Abilene, Tex., was destroyed by fire while both Mr. and Mrs. McNeil were at the drive-in. . . . W. A. Lanagan, Sr., 62, manager, East Texas Theatres, Longview, Tex., for the past 13 years, died there. . . . J. J. Jantz, owner and operator, Frost, Frost, Tex., died there after a long illness. . . . Reyes Diaz, projectionist, Elmwood Drive-In, Abilene Tex., was at his home following a stay in the hospital. . . . Mrs. B. S. Ferguson, owner, Ferguson and Hamlin Drive-Ins, Hamlin, Tex., until recently, died there. . . . Haney and Gladys Bergman have returned from Laredo, Tex., in celebration of their 50th wedding anniversary. In the old vaudeville days, they were well known as a musical comedy team of Clark and Bergman. He is now with the Interstate Cir-

During this
Holiday Season
You can help us serve you,
Mr. Theatre Manager!

And you can do this by checking your shows no later than 10:00 A.M. on Saturdays, Sundays and holidays.

As you know, the exchanges' shipping rooms close at noon on these days.

Don't wait until it's too late—help us prevent any missouts!

HIGHWAY EXPRESS LINES, INC.

<p>829 North 29th Street Philadelphia 30, Pa. LO 4-3450</p>	<p>1638 Third Street, N. E. Washington, D. C. DuPont 7-7200</p>
---	---

**PROGRESSIVE ELECTRIC
CONSTRUCTION CO., INC.**
240 N. 13th STREET • PHILADELPHIA 7, PA

*Theatre Installations
and Maintenance*

David E.
BRODSKY
Associates

THEATRICAL INTERIOR DECORATORS
242 N. 13th St. LO 4-1188—89 Phila. 7, Pa.
PAINTING • DRAPERIES • MURALS
STAGE SETTINGS • WALL COVERINGS

THEATRE SEAT COVERS

Hayco seat covers for all makes and models of theatre chairs.

JACK HAYES SEATING SERVICE
ONE MONICA PLACE, BALDWINVILLE, N. Y.

HENRY FRIEDMAN
Realtor and Insurance
*Specializing in Theatre
Real Estate and Insurance*

(Member Main Line Board of Realtors)
17 W. Lancaster Ave., Ardmore, Pa. GR 7-5730

The A-MAN Corner

Theatre managers . . . assistant theatre managers . . . theatre advertising and publicity men . . . film buyers . . . film bookers . . . circuit executives . . . maintenance and equipment engineers. IF you* are looking for a job, . . . or IF you* are looking for a man, . . . just describe your needs in 25 words or less and send to "The A-MAN Corner." Add your name and address. Names and addresses will be published unless a box number is requested. All such "classified ads" will be published in three consecutive issues and then dropped. If success does not crown an original effort, it can be repeated through a new application after a 60-day interval.

This completely new EMPLOYMENT SERVICE is available to ALL theatres without reservation. It is not necessary to subscribe to MOTION PICTURE EXHIBITOR to avail yourself of this service. No other industry trade paper offers it! And it is completely FREE!

*A (WO)MAN is also welcome . . . but in this preponderantly male business, she should specify her sex.

THEATRE MANAGER, AGE 28, 4 years' experience, desires new location (no preference). Married, winner 4 MOTION PICTURE EXHIBITOR awards, direct sales experience. Healthy, sober, honest. BOX A1128, c/o M. P. EXHIBITOR, 246 North Clarion St., Phila. 7, Pa.

EXPERIENCED PROMOTION MINDED THEATRE MANAGER available for Philadelphia and vicinity. 16 years with major circuit. BOX B1128, c/o M. P. EXHIBITOR, 246 North Clarion St., Phila. 7, Pa.

TOP THEATRE MANAGER desires job where ability counts. Conventional and drive-in experience. Excellent in exploitation. Best references. BOX A1121, c/o M.P. EXHIBITOR, 246 North Clarion St., Phila. 7, Pa.

MANAGER, now under contract till January would like better opportunity. Conventional, Drive-In experienced. Family, 35, executive with construction experience. Use present company as references. BOX A125, c/o M. P. EXHIBITOR, 246 North Clarion St., Phila. 7, Pa.

Address all
correspondence to—

The A-MAN Corner

Motion Picture Exhibitor
246 N. Clarion St., Philadelphia 7, Pa.

cuit here at the State. . . . Robert Yancey, former operator, Sunset, and formerly with the Long Circuit in various Texas towns, was a visitor to the Clasa-Mohme film exchange. He is now with the Ruben Frels Circuit at El Campo, Tex. . . . Eph Charinsky, former head, Southern Theatres Company, has left for Hot Springs, Ark., where he will undergo a complete medical check-up. . . . A complete listing of all local drive-ins is to be found in the local dailies under one heading in alphabetical sequence. The five drive-ins operated by the Lone Star Theatres have starting times shown. . . . Harrison C. Gunter is scheduled to open the new Depot Drive-In, McAllen, Tex. He operates two drive-ins at Alice, Tex.

Seattle

Northwest Releasing again will be distributing public service films for the telephone company at no charge to exhibitors, starting Jan. 1. The first films will be in Superscope and color and will average 10 to 12 minutes. Northwest Releasing is also handling General Electric films, the latest of which is "Together

NFS Takes Over Backroom For Republic In San Francisco

SAN FRANCISCO—Backroom work for Republic here was taken over by National Film Service, Inc., effective Nov. 24, James P. Clark, president of the film service organization, said.

This was the 21st takeover of Republic backrooms by NFS, and the second this month. On Nov. 10, Washington work was given to NFS, and in late October, NFS received Republic work in Boston.

Republic now maintains its own physical handling facilities in 12 cities.

Promotion Session Set For Exhib Meet

RICHMOND, VA.—A special promotion session on "Why The Picture Did Business For Me" will be the feature of the annual winter meeting of the Virginia Motion Picture Theatre Association to be held in the ballroom of the Jefferson Hotel here on Jan. 16, according to president Seymour Hoffman. A two-hour forum with a panel of the best exploitation, promotion, and advertising men from Virginia theatres will be held in the afternoon following the luncheon session. These men will relate their own experiences in promoting sleepers, naturals, and other motion pictures which did an outstanding business. They will stress the unusual stunts and advertising that produced results at the boxoffice.

Association members are asked to keep a record of their best promotion stunts and ads and the ways in which they developed business over a two-month period and to report during the forum. Cash prizes will be given to those who report the best results from stunts and from all special promotional ideas. "It is hoped that all our theatre owners will benefit from this exchange of ideas that have been proved to bring in good box-office returns," Hoffman stated.

Recently, more emphasis has been placed on local level promotion in an effort to boost theatre attendance.

Again," also free to exhibitors. . . . Art Greenfield, Universal branch manager, flew to New York to attend his mother's funeral. . . . Juel Lang, former manager, Grand, Bremerton, Wash., sold a 22-minute color subject on Mt. Rainier to the U. S. Information Service. . . . Jack Leewood, Allied Artists publicity department, Hollywood, and Jim Schiller, AA Los Angeles exchange, were in. . . . The women's auxiliary, Variety Club, held a garden show at Rhodes Department Store. Mrs. Lucy Saffle, president of the auxiliary, called a board meeting at Frederick's. The club members sponsored a luncheon in the Colony Club to welcome Benny Goodman to Seattle. . . . Harry Stone, well-known exhibitor, died. His latest position was manager, Temple, Tacoma, Wash. . . . Dick Rockey, Columbia booker, left for Army duty. His position will be filled by Darlene Bates.



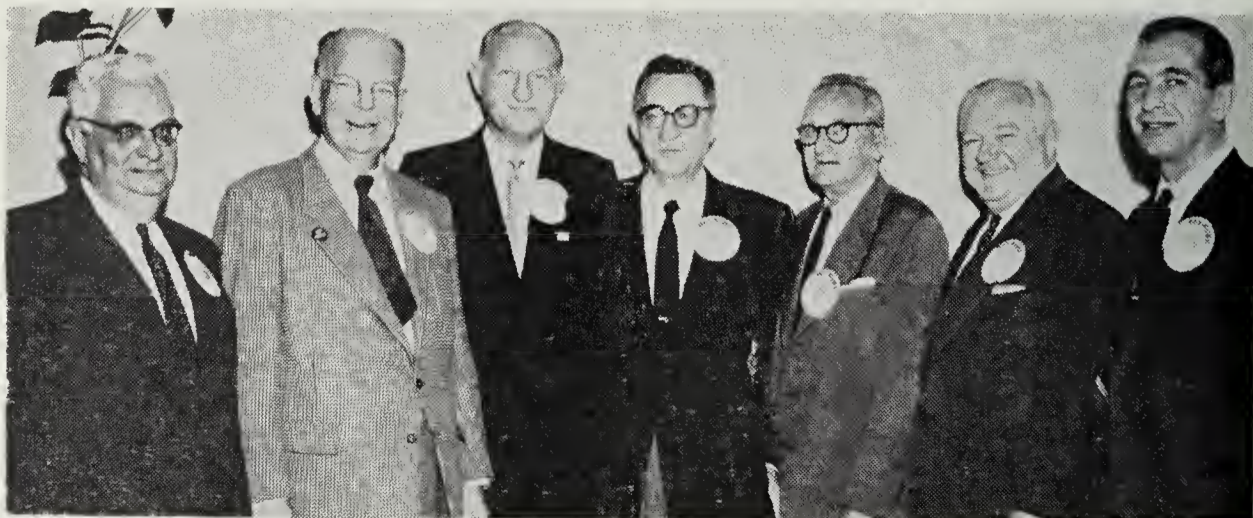
EVERYTHING For the Drive-In and Indoor Theatre

- Distinctive Carpeting
- RCA Sound and Projection Equipment
- New IMPAC In-Car Speakers
- New 140-165 Amp. Lamps
- Signs and Marquees
- Stage Drapes and Wall Fabrics
- Decorating—Painting
- Air Conditioning
- Drive-In Concession Equipment
- Entrance and Directional Signs
- Rectifiers and Generators
- In-Car Heaters
- Push-Back and Standard Seating

DRIVE-IN ★ Designing
★ Planning
★ Construction

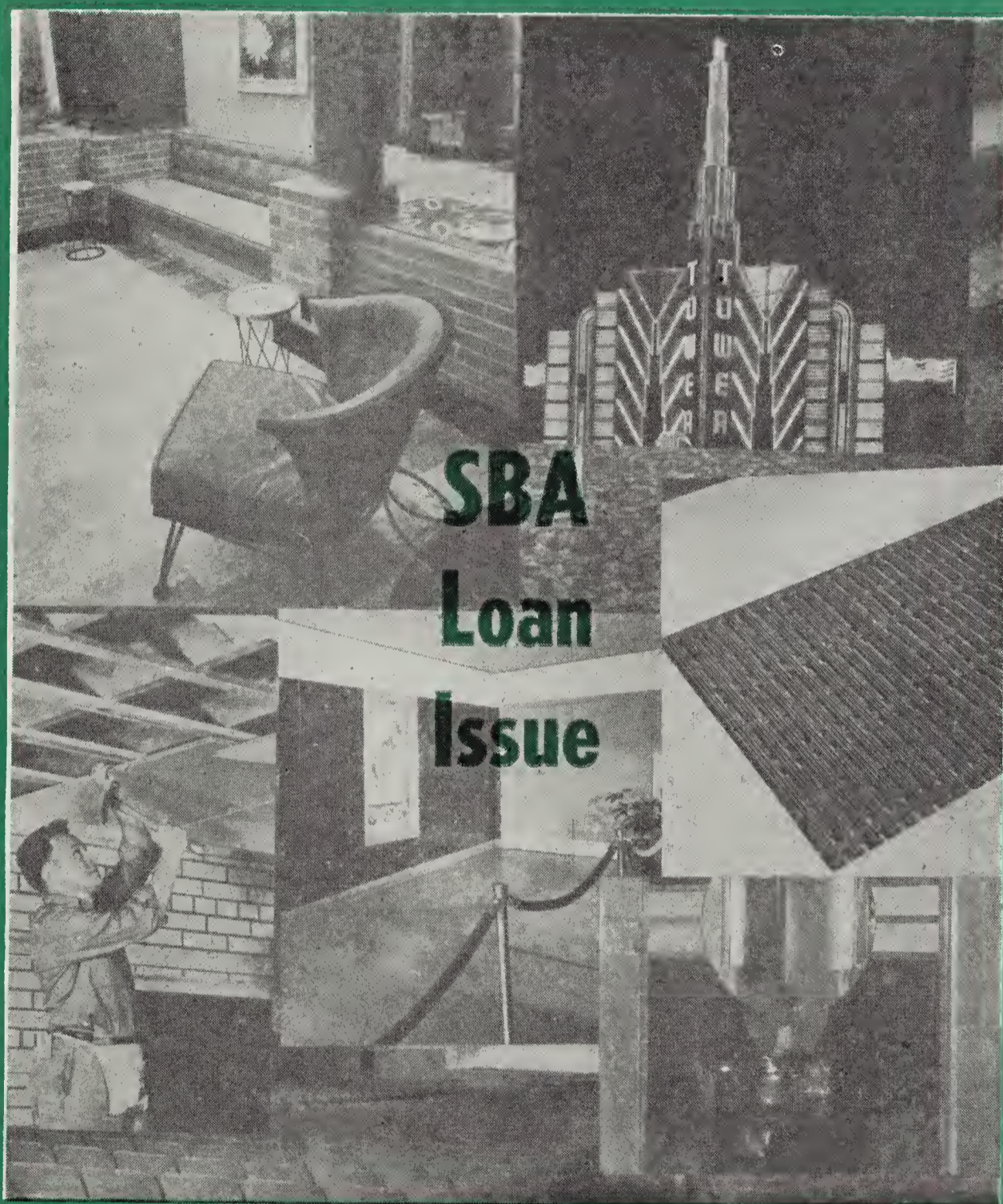
ELMER H. BRIENT & SONS, INC.

925 NEW JERSEY AVE., N.W.
WASHINGTON, D. C.



Washington area exhibitors gathered recently at the Columbia exchange to join in the "Hey Rube!" sales drive honoring Rube Jackter. Left to right are Ben Caplon, branch manager; Harold Wood, Neighborhood Theatres of Richmond; Sam Galanty, Columbia division manager; Sam Bendheim, Neighborhood Theatres; Samuel Northington, Century Theatres, Petersburg, Va.; Frank Stover, Alexandria Amusement; and Dave Kamsky, Neighborhood Theatres.

PHYSICAL THEATRE



**SBA
Loan
Issue**

Devoted exclusively to the theatre structure, its design, construction, furnishings, maintenance, and specialized equipment, with a special section for drive-ins, devoted to their design and operation.

Arnold Farber, Editor

Vol. 11, No. 13 December 5, 1956

IN THIS ISSUE:

GETTING AN SBA LOAN.....	Page 5
USING SBA FUNDS.....	Page 8
PLANNING THE DRIVE-IN.....	Page 10
TIPS ON LAYING THEATRE CARPET.....	Page 16

MORE

THEATRES INSTALL

WAGNER ATTRACTION PANELS

THAN ALL OTHER MAKES

... because theatremen everywhere realize that a changeable copy board is the most effective means of selling every attraction and that nothing short of the best should be used!

Wagner Boards can be furnished without limitation of size . . . large enough for plenty of powerful sales copy. They are readily serviced without removing frames.

Wagner Changeable Letters, in the widest selection of sizes and colors, permit more attractive displays and better emphasis where desired. They are the only letters with the tapered slot, are immovable by wind or vibration, yet are easier to change. Copy changes can be made without the use of ladders when you have Wagner Letters. The "mechanical hand" makes changing safe—avoids falls. Only Wagner Plastic Letters can be stacked in storage without danger of warping.

Wagner Enduronamel Steel Panels afford an excellent low cost, effective and durable background and letter mounting arrangement for drive-ins.

If you're building or remodeling an indoor theatre or drive-in, large or small, you'd better send for free literature now.



WAGNER SIGN SERVICE, INC.
Chicago 12, Illinois

218 S. Hoyne Avenue

Please send free literature on
Wagner show-selling equipment.

NAME _____

THEATRE _____

STREET _____

CITY & STATE _____

LAYING IT

On The Line

Wipe Away Yesterday

It hardly seems possible, but this is the last PHYSICAL THEATRE issue for the year 1956. In previous years we have often used this space in the final issue of the year to glance back at what had happened. However, we believe that now would be a good time to look ahead and not back. One of the primary reasons for this is the recent decision by the Senate to permit operators of "four-walled" theatres to apply for loans from the Small Business Administration.

Recently, theatremen have found it more and more difficult to obtain funds for theatre remodeling and other needed improvements from most financial channels. Apparently frightened by the closing of thousands of theatres, and the inroads made by home television, many lending agencies turned a deaf ear to the needs of exhibitors. Although exhibition's problems are far from solved, the tax relief, the improved quality of product, and the indications that weekly attendance is on the rise, should convince many bankers that joining with the SBA in a loan to theatres for improvements and expansion is a worthwhile investment.

One of the most encouraging aspects of the SBA decision is that the primary reason given for the new ruling is the realization that motion picture theatres do perform a service to the community, and that all the business enterprises in a town or neighborhood are injured when a theatre shuts its doors. This recognition of the fact that theatres are not an entity unto themselves, but an integral part of the life of this nation is one which should be impressed upon all segments of this industry, as well as the public.

Believing, as we do, in the future of indoor exhibition, we have devoted the major portion of this issue to an explanation of the SBA ruling, how to go about applying for a loan, and some indication of what can be done with these funds.

The average SBA loan is \$50,000. Just think what can be done if this amount were used to wipe yesterday off your theatre and to put on a bright new tomorrow. There would be a rebirth of interest in theatre-going that would match the excitement of the introduction of the wide screen processes. The public would once again place going to the movies on the top of their entertainment program, and with a greater regularity than ever before.

So, to repeat our opening thought, we believe that now is a good time to look ahead, to leave much of the confusion, bitterness and hurt of recent times in the murky shadows of the past.

We think it is going to be a Merry Christmas, and a very, very Happy New Year!

PHYSICAL THEATRE • A sectional department of MOTION PICTURE EXHIBITOR, published every fourth Wednesday by Jay Emanuel Publications, Inc., 246-48 North Clarion Street, Philadelphia 7, Pennsylvania. All contents copyrighted and all reprint rights reserved.

NOW 300 AMPS
250 "
200 "
180 "
140 "
100 "
80 "

with
The **NEW**
ROBIN



SELENIUM RECTIFIER

Specifically engineered for New and Wide Screen Projection Systems

WORLD'S FINEST PROJECTION LENSES



Optische Werke Gmgh
Gottingen
Western Germany

Write for information and prices to:

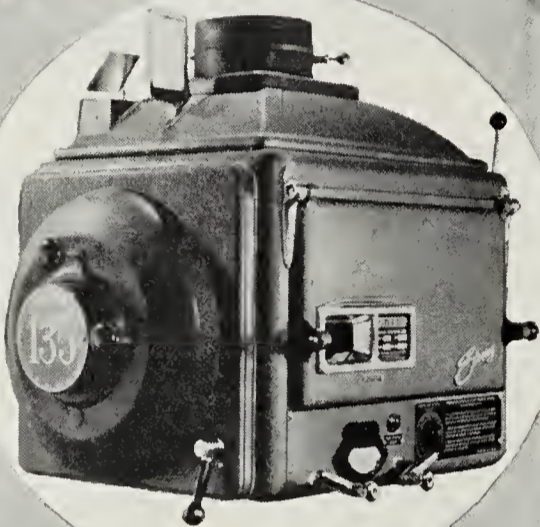


SOLE U. S. DISTRIBUTOR

J. E. ROBIN, INC.

Motion Picture Equipment Specialists
267 Rhode Island Avenue
EAST ORANGE, N. J.

light travels in a straight line
in all directions...



is enough of it reaching your screen?

IT WILL, IF YOU HAVE STRONG SUPER "135" PROJECTION ARC LAMPS

Exclusive lightronic system controls the burning of both carbons. Automatically maintains the correct arc gap length and holds the positive arc crater at the EXACT focal point of the reflector. A perfect light, evenly distributed, of constant intensity and unchanging color value is maintained WITHOUT MANUAL ADJUSTMENTS—exactly the same for both lamps. Changeovers cannot be noticed.

Burn a choice of four carbon trims, 9, 10, or 11 mm regular and 10 mm Hitex, to attain any desired degree of cost of operation, screen illumination, or burning time. Quick, simple changes attain the correct light requirements for any presentation technique—even two or more on the same program. A TRULY ALL-PURPOSE LAMP!

Single control amperage selection.

18" f 1.7 or 16½" f 1.9 reflector.

Infra Ban Beam Cooler. Diverts heat rays from aperture. Removable

holder. Easy cleaning. Blower cooled.

Reflector and frame cooling device.

The arc is stabilized by its own magnetic field (no magnets are required and an air jet prevents deposit of soot on reflector).

Unitized component design.

Long-life positive carbon contact. Water-cooled carbon contact assembly (optional).

New conversion features engineered by Strong to fit into Super 135 projection arc lamps, to assure perfect screen lighting for the new 55, 65 and 70 mm wide film productions are now ready for your adoption. When you equip for any of these projection techniques, provision can be made for burning the 20-inch 13.6 mm carbons. A wider opening can be provided in the nose of the lamp, it can be fitted with a new dowser which fully covers the bigger opening, and a new high magnification mirror employed.

*Impartial Foot-Candle-Meter
Tests Will Prove that the Strong
Super 135 Projects the Brightest
Pictures Today*

THE STRONG ELECTRIC CORPORATION

"The World's Largest Manufacturer of Projection Arc Lamps"

21 City Park Avenue

Toledo 1, Ohio

Please send free literature on Strong Projection Arc Lamps

NAME

THEATRE

STREET

CITY & STATE

Report On What To Do When

Getting An SBA Loan

IN a recent action the Small Business Administration took official cognizance of the importance of the motion picture theatre to the Nation's economy.

This action was taken on Sept. 17, 1956, when the Small Business Administration's Loan Policy Board met to consider a recommendation, made by the Senate Select Committee on Small Business that:

"The Small Business Administration . . . consider the advisability of making theatres eligible for loans in those cases where regular lending institutions will not grant credit."

The Small Business Administration's Loan Policy Board has the authority to establish the over-all lending policies of the Small Business Administration. It is composed of

the Administrator of the Small Business Administration, Wendell B. Barnes, who is chairman; Secretary of Commerce Sinclair Weeks, and Secretary of the Treasury, George M. Humphrey, or their designees.

At its September meeting, presided over by Barnes, the Loan Policy Board considered the recommendations of the Senate Committee and the Theatre Owners of America.

Recognizing that "four-wall theatres," in addition to providing entertainment, frequently make substantial contribution to the maintenance or advancement of the economy of their communities, the Board said it was of the opinion that the extension of financial assistance to small business concerns for the modernization, equipment, repair or operation of "four-wall theatres" making such contribution would be in the public interest.

Accordingly, it was the decision of the Board that applications from small business concerns for financial assistance for modernization, equipment, repair or operation of "four-wall theatres" which make substantial contribution to the maintenance or advancement of the economy of their communities may be accepted and considered on their merits by the Small Business Administration.

This official action has opened the way for small indoor theatres to apply to the Small Business Administration for loans, when needed credit is not available on reasonable terms from private credit sources.

MAIN REQUIREMENTS

It is therefore appropriate to review some of the main requirements of the Small Business Administration's financial assistance program.

In the first place, in order to be eligible for a loan, a firm must be in the "small business" category. Presently, the Small Business Administration is using the yard-stick of \$1,000,000 yearly in gross receipts as the dividing point between large and small firms.

However, this criteria is subject to further review by the Agency's Office of Economic Adviser, and it may be further modified as studies now being instituted may indicate.

The law limits individual loans from the Small Business Administration to \$250,000 for any one borrower. However, the average loan made by the Agency is much less than that, running about \$50,000.

Loans must be paid back in 10 years at the most, unless construction is involved, in which case the term may be as much as 10 years plus the length of time needed to complete the construction.

All loan applications must be filed with the Small Business Administration's field offices. In many cases, loan requests are not referred to Washington at all. Recently, the Small Business Administration gave to its Regional Directors authority to approve loans on their own up to \$100,000 when a bank is participating to the extent of at least 25 per cent.

Types of Loans

The Small Business Administration prefers to make participation loans—that is loans in which a bank or other private lending institution is taking a share. It is significant that currently about 70 per cent of the Small Business Administration's



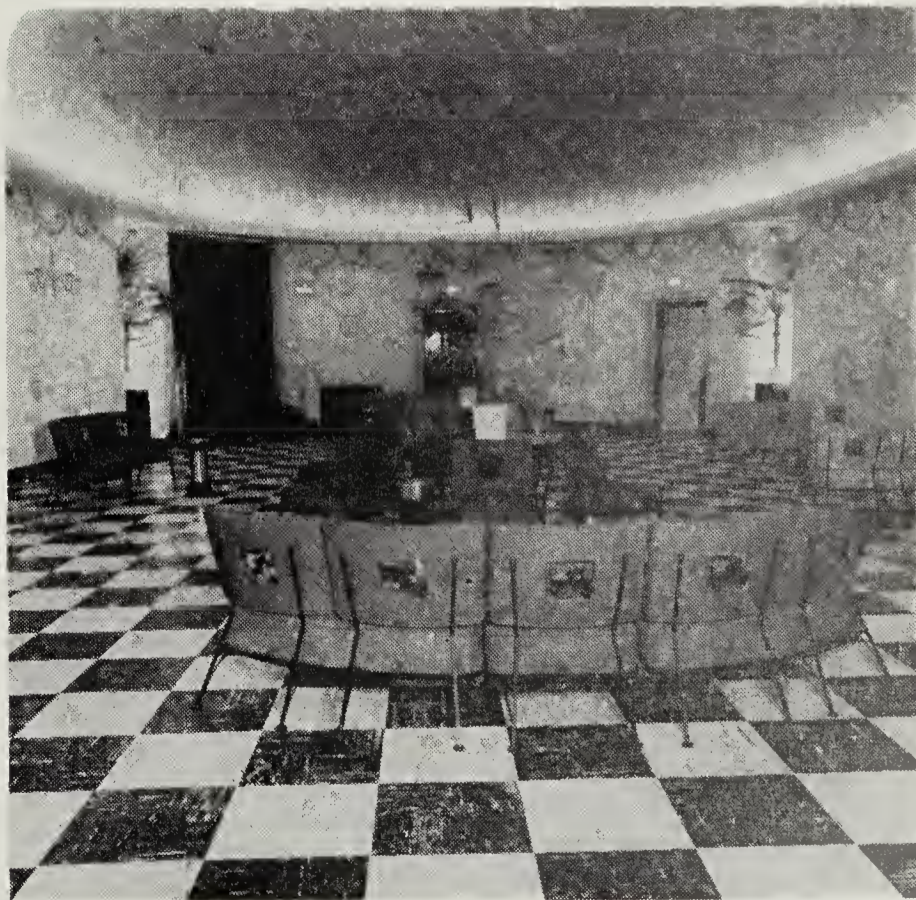
PHYSICAL THEATRE

Vol. 11, No. 13

December 5, 1956



There are countless ways in which funds obtained through an SBA loan can be used to bring an indoor theatre up to par. An area which could profit



from a remodeling program is the lounge. Seen here are the before (left) and after (right) views of the lounge of the redecorated N. Y. Criterion.

loan authorizations are of the bank-participation type.

Therefore, before a small theatre owner applies for a Small Business Administration loan, he should talk the matter over with his banker. The Small Business Administration will **not** make a loan if private credit is available on reasonable terms.

Your banker may suggest the possibility of a Small Business Administration participation loan, or maybe he is not in a position to advance any of his bank's funds at all.

In either case, a call on the nearest field office of the Small Business Administration is then indicated. The financial specialist will want to review the theatre's past earnings record, and the owner's financial standing. He will then be able to advise whether or not to file a loan application.

If a loan application is submitted, the

odds are that the exhibitor won't have long to wait for a reply, if he does his part in furnishing the Small Business Administration the credit information it must have. An answer should be forthcoming in two or three weeks.

If the Small Business Administration cannot work out a bank-participation loan, and if it appears that a loan is warranted and that the borrower will be able to pay it back on time, then it may advance the entire loan from Government funds—make a direct loan.

In considering loan applications, the Small Business Administration gives weight to the earnings record, and prospective future earnings. Collateral is also required, for the law specifies that the loans shall be so secured as reasonably to assure repayment.

But the Small Business Administration always tries to be of positive assistance. It takes the attitude that it was created

to help small firms, and whenever it is assured that a loan will benefit the small firm and also the economy of the town or city where the firm is located, then it will make the loan if it can possibly do so.

To date the Small Business Administration has approved more than 4,500 loans to small firms for more than \$204,000,000. Although no loans have yet been approved for "four-wall theatres," the way has now been cleared for this type of loan.

Some Questions And Answers

A recent meeting of the Independent Theatre Owners of America gave exhibition a chance to become better acquainted with a recent directive of the government's Small Business Administration encompassing theatres and theatre operations.

Arthur E. Long, regional director of the SBA, was on hand to answer inquiries.

Question: Fifteen years ago I purchased a theatre for \$250,000. I paid \$75,000 in cash and got a mortgage for \$175,000. The mortgage expires next year and I still owe \$75,000, having paid off \$100,000. The bank will insist on full payment next year. I have tried to get other bank loans but have been turned down. Can the SBA help?

Answer: The SBA is limited by Congress to make loans up to \$250,000—larger amounts are permissible if banking institutions participate partially. To qualify, receipts must total less than one million dollars in gross returns annually. There is a 10 year time limit on loans, and there must be collateral as well as an ability to repay out of earnings. All other sources of financial help must first be exhausted. If these conditions can be met, then the above is eligible.

Question: If the theatre in question is making a slight profit but can make more through rehabilitation of the theatre could a loan be secured?

Answer: Yes, if there is collateral.

Question: If the theatre owner holds only a lease, can he get a loan?

Answer: He cannot get a loan if he has no collateral to put up.

Question: If the lease-holding exhibitor owns the equipment in the theatre outright, can this be used as collateral?

Answer: He would be eligible for a limited loan up to \$15,000 limit, and a bank has to participate in at least 25 per cent of the amount.

Question: I have a mortgage which is due to expire next year. Can money be advanced to me for rehabilitation before the present mortgage expires?

Answer: Yes, if the other qualifications are met.

Question: What is collateral?

Answer: Real estate, physical property, stocks, bonds, etc.

Question: Would individual officers of a corporation have to guarantee repayment?

Answer: This would depend in part on the type of collateral put up.

Question: Would the SBA provide funds for competitive bidding?

Answer: This does not fall into the long-term loan category and would be a "hit and run proposition." The answer is no.

Question: Does the term of the loan depend on the purpose?

Answer: Yes. A long term is permitted
(Continued on page PT-14)

Small Business Administration Regional and Branch Offices

Editor's Note: For the first time, theatres are eligible for Federal loans through the Small Business Administration. This listing of branch and regional offices should be a part of every theatreman's reference library.

REGION I—Boston, Mass.

131 State Street
Boston 9, Mass.

REGION II—New York, N. Y.

1790 Broadway
New York 19, N. Y.

Branch Offices: Syracuse,
N. Y., and Hartford, Conn.

Chimes Building
500 South Salina Street
Syracuse, N. Y.

70 Arch Street
Hartford, Conn.

REGION III—Philadelphia, Pa.

Jefferson Building
1015 Chestnut Street
Philadelphia 7, Pa.

Branch Office: Pittsburgh, Pa.

Fulton Building
107 Sixth Street
Pittsburgh 22, Pa.

REGION IV—Richmond, Va.

900 North Lombardy Street
Richmond 20, Va.

Branch Offices: Baltimore, Md.;
Charleston, W. Va.; and
Charlotte, N. C.

Calvert Building
Fayette and St. Paul Sts.
Baltimore, Md.

Embleton Building
922 Quarrier Street
Charleston, W. Va.

Independence Building
102 West Trade Street
Charlotte, N. C.

REGION V—Atlanta, Ga.

Peachtree-Seventh Building
50 Seventh Street NE
Atlanta 23, Ga.

Branch Offices: Birmingham,
Ala.; Memphis, Tenn.; and
Miami, Fla.

704 North 22nd Street
Birmingham, Ala.

Falls Building
22 North Front Street
Memphis, Tenn.

REGION V—Continued

Pacific Building
327 Northeast First Avenue
Miami 32, Fla.

REGION VI—Cleveland, Ohio

Federal Reserve Bank Bldg.
713 Superior Avenue
Cleveland 1, Ohio

Branch Office: Louisville, Ky.

Federal Building
Sixth and Broadway
Louisville 2, Ky.

REGION VII—Chicago, Ill.

226 West Jackson Blvd.
Chicago 6, Ill.

Branch Offices: Indianapolis,
Ind.; Madison, Wis.; and
Davenport, Iowa

Federal Building
Indianapolis, Ind.
Woolworth Building
105 Monona Avenue
Madison, Wis.

Putnam Building
215 Main Street
Davenport, Iowa

REGION VIII—

Minneapolis, Minn.

Metropolitan Building
Second Ave. at Third St.
Minneapolis 1, Minn.

REGION IX—Kansas City, Mo.

Federal Office Building
911 Walnut Street
Kansas City 6, Mo.

Branch Offices: Omaha, Nebr.;
St. Louis, Mo.; and
Wichita, Kans.

Federal Office Building
15th and Dodge Streets
Omaha, Nebr.

New Federal Building
1114 Market Street
St. Louis 1, Mo.
Bitting Building
107 North Market Street
Wichita, Kans.

REGION X—Dallas, Tex.

1114 Commerce Street
Dallas 2, Tex.

REGION X—Continued

Branch Offices: Houston, Tex.;
New Orleans, La.;
Oklahoma City, Okla.;
and Little Rock, Ark.

Federal Office Building
Fannin and Franklin Sts.
Houston 14, Tex.

Masonic Temple Building
333 St. Charles Street
New Orleans 12, La.

Bankers Service Life Bldg.
114 North Broadway
Oklahoma 2, Okla.

U. S. O. Building
217 Main Street
Little Rock, Ark.

REGION XI—Denver, Colo.

New Custom House
19th and Stout Streets
Denver 2, Colo.

REGION XII—

San Francisco, Cal.

Flood Building
870 Market Street
San Francisco 2, Cal.

REGION XIII—Seattle, Wash.

Burke Building
905 Second Avenue
Seattle, Wash.

Branch Offices: Helena, Mont.,
and Portland, Ore.

Federal Office Building
North Park Avenue and
West Lawrence Street
Helena, Mont.

Old U. S. Court House
520 Southwest Morrison St.
Portland 4, Ore.

REGION XIV—Los Angeles, Cal.

Western Pacific Building
1031 South Broadway
Los Angeles 15, Cal.

REGION XV—Detroit, Mich.

U. S. Post Office and
Court House
231 West Lafayette Blvd.
Detroit 26, Mich.

Colonial Theatre studied them all, then chose Bodiform® Chairs!



The Colonial Theatre, Philadelphia, Pa.; Management: Colonial Amusement Co., Inc.; Seating: American Seating Bodiform Chairs, No. 16-001, End No. 123.

Colonial Amusement Company, Inc.

1548 NORTH REDFIELD STREET
PHILADELPHIA 31, PENNA.
GR. 3-9000

May 31, 1956

American Seating Company
16th & Hamilton Streets
Philadelphia 30, Pennsylvania

Attention: Mr. Edward C. Arn

RE: COLONIAL THEATRE
11TH & MOYAMENSING AVENUE
PHILADELPHIA 48, PENNSYLVANIA

Gentlemen:

Our decision to purchase American Seating Company's Bodiform chairs for our Colonial Theatre, was made after considering all the factors involved, regarding the reseating of a theatre.

We decided that the American Seating Company's long experience in this business and outstanding record of manufacturing theatre chairs of high quality, were most important to us.

Our remodeling program included many other changes in our theatre and we are pleased and proud of the results.

We expect many years of service from these chairs which are very comfortable and most attractive in appearance. Even the installation was performed with unusual speed and accuracy.

We also thank you, Eddie, for your personal assistance and cooperation during the negotiation of the contract, and the handling of the many details involved, and the carrying out of the installation to its final satisfactory completion.

With best regards, we remain,

Sincerely,

COLONIAL AMUSEMENT CO., INC.

Ben Fortal
Philip Henson

BF:rl

Colonial Amusement Company, Inc., Philadelphia, made a careful study of theatre chairs before remodeling the 1,034-seat Colonial Theatre. Their choice: American Seating BODIFORM Chairs, on the basis of quality and comfort . . . backed by American Seating's outstanding record and long experience in theatre seating.

The Colonial Theatre is one of thousands of theatres throughout the nation that have selected the inviting, luxurious comfort of new American Seating BODIFORM Chairs. They all applaud the spring-arch seats, upholstered with full-rubber pad and an extra thickness along front and rear edges for added softness; the backs, designed to fit the body contours perfectly; the automatic, silent, 3/4-safetyfold seat action that allows more room for passing and easier housekeeping; the wide selection of chair styles, aisle standards, and upholstery fabrics that fit their decorating schemes.

For full information on BODIFORM Chairs for your theatre, contact an American Seating representative today.

AMERICAN SEATING



WORLD'S LEADER IN PUBLIC SEATING

Grand Rapids 2, Michigan. Branch Offices and Distributors in Principal Cities. Manufacturers of Theatre, School, Church, Auditorium, Stadium, Transportation Seating, and Folding Chairs.

ALSO DISTRIBUTED BY NATIONAL THEATRE SUPPLY



Complete Remodeling of Front

Using SBA Funds

IF the preceding article has accomplished its purpose, the reader should be fairly well acquainted with the procedures to be followed in applying for a loan from the SBA. Perhaps it would be wise at this point to give some attention to what can be done in and around a roofed theatre with fresh capital.

Major spokesmen in every phase of the motion picture industry have made strong arguments for the remodeling and refurbishing of theatres. Few responsible theatremen can argue with the merits of these suggestions. There is no longer any place in exhibition for sub-standard theatres. Therefore, the situation today is very close to "do it or else . . ." with the "else" being another darkened theatre.

With the tax relief and the assistance from the SBA in obtaining loans, the average theatre operator today is in a good position to take advantage of the many new, exciting products and devices available that will bring his theatre closer to the standards of the mid-20th century.

Front

A new marquee will probably run in the neighborhood of \$3,000 for a typical 500-1,000 seat house. However, quite often a good cleaning, painting and new sign letters will give a fresh new look to your marquee.

A font of sign letters can run from 70 to 700 pieces. However, the average theatre will find that it can get by with a font of 200 letters. It is estimated that a 200 letter font of 10 inch plastic letters will cost about \$300-\$400.



New Screen

Lighting the front is another attention-getter that can pay off. Placing projector and reflector spotlamps in strategic positions in and around the marquee and boxoffice, particularly colored lamps, will bring a touch of glamor to the theatre, and incidentally, tend to distract attention from some areas of the front that could stand some major work. The cost of such a lighting arrangement is nominal, in view of the results.

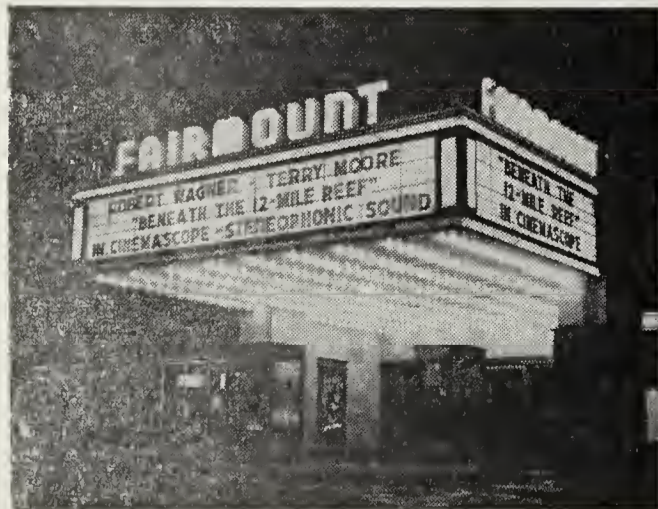
New boxoffice equipment can help speed up the job of selling tickets, and do a



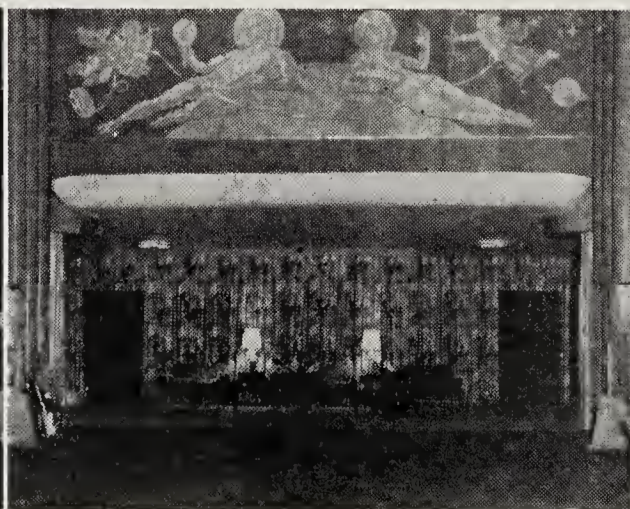
Remodel Washroom

more accurate job of keeping tabs on the number sold, and cash receipts. There are a number of inexpensive change-making machines that eliminate almost all the danger of giving incorrect change. A new two-unit ticket issuing machine will cost about \$350 to \$500, with a three-unit machine going for \$450 to \$650.

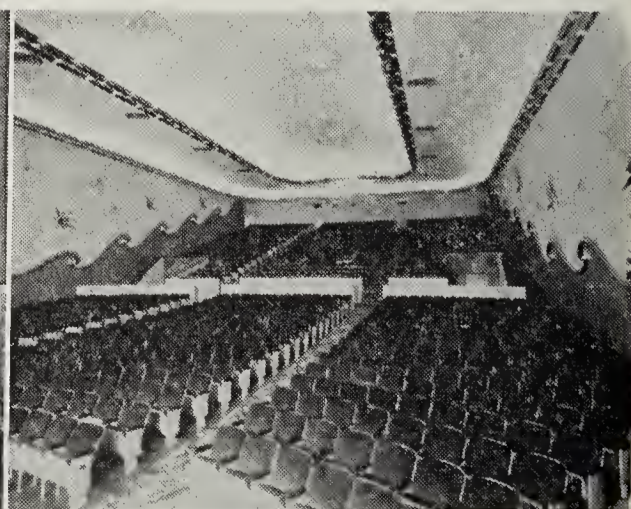
If it is necessary to make any major repairs on the sidewalk in front of the theatre, it might be worth while to install hot water or steam pipes. This dramatic and sure-fire snow removal device can



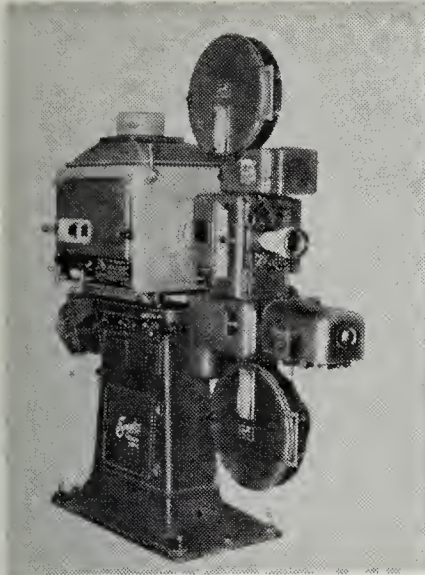
New Marquee and Sign Letters



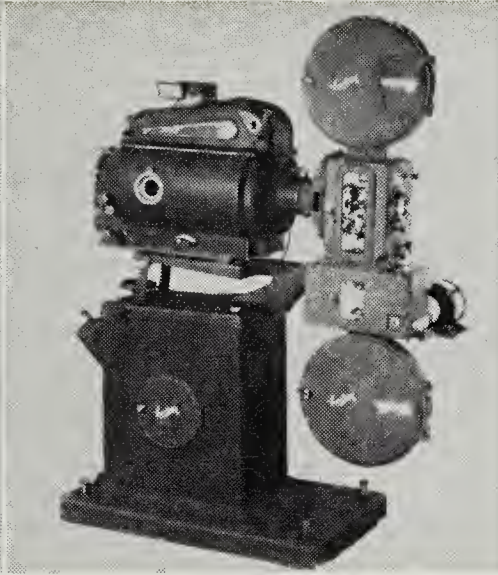
Redecorate Lounge



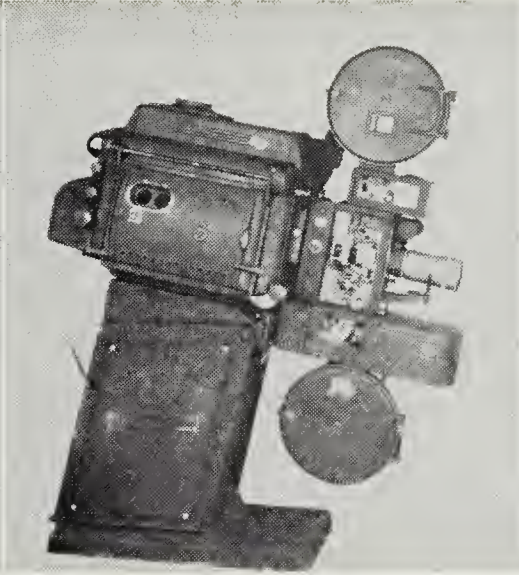
Remodel Auditorium



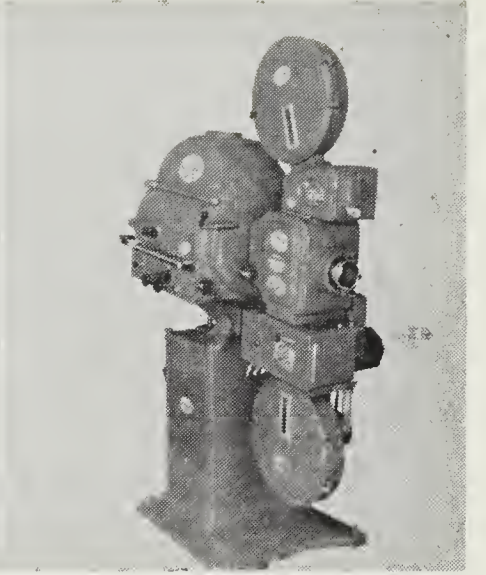
International Projector



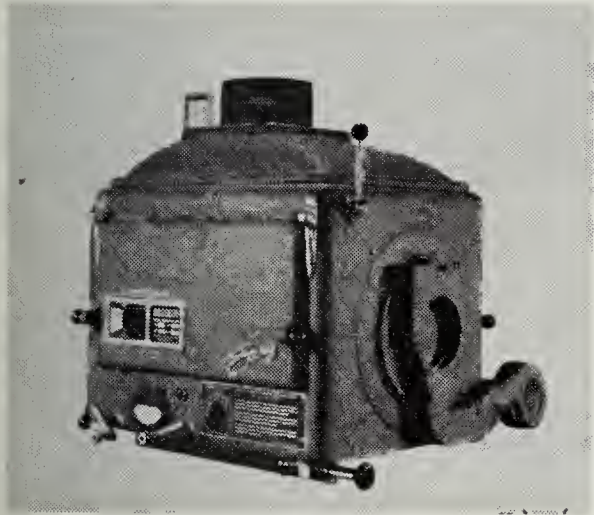
Century



RCA



Motiograph



Strong Electric

help build good will from the public, which appreciates the clear stretch of street; act as an invitation to enter the theatre; help prevent costly falls or injuries; and reduce maintenance costs.

Lobby

An attractive and well-lighted lobby is another worthwhile asset. A quick check might reveal that new or additional crowd control equipment will be of value. If the display frames are on the shabby side new ones can be gotten in a wide price range. A standard unlighted display frame costs about \$100, while a more deluxe lighted, recessed frame costs \$250.

Ticket choppers are important since they are a check on the day's business. There are many new types of these machines available which range in price from a standard manual unit costing about \$175 to a deluxe automatic unit for about \$300.

Rubber mats are another item which can bring a fresh new appearance to a lobby, in addition to performing such important tasks as helping to keep the in-

terior free of dirt that might be tracked in, and reduce the danger of slipping and falling. Rubber mats are available in all sizes, shapes and forms, with many of them decorated with elaborate original designs. The price range for standard rubber matting is about \$2.50 to \$6.00 a square yard.

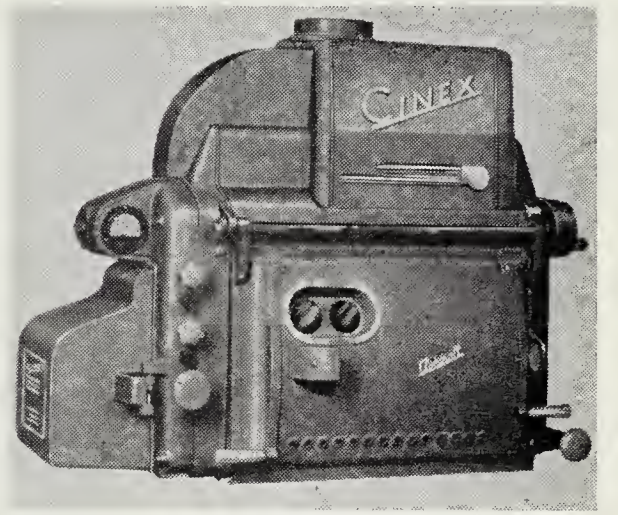
Interior

A theatre's interior is usually well-lighted, and quite often creates the general atmosphere of the theatre. Therefore, no exhibitor can afford to neglect keeping the interior clean and attractive.

Carpet is one way in which this area can be given an air of glamor, and dignity. Of course, there are many additional reasons for the use of carpet, but every theatreman is aware of the importance of this item. Today carpets are available in many patterns, colors and materials, and there is one for almost every possible type of theatre requirement. The purchase of carpet is a major expenditure, and the theatreman should seek out the advice of an expert. Quite often what seems like an interesting pattern might be a poor purchase because it is only available in a material that does not have the durability necessary to take the daily wear and tear it will get. The installation of carpet is also of major importance, and should only be undertaken by a trained expert.

There is a wide price range on theatre carpet. If purchased in a standard 27 inch width, good theatre carpet installed with padding costs about \$8.00 to \$18.00 a lineal yard.

Probably the most dramatic way to give a bright new look to a theatre's interior is a paint job. Many moods and impressions can be obtained with color. The smart exhibitor can do much to enhance



C. S. Ashcraft

his entire operation by selecting colors which are in keeping with the type of theatre he runs. For instance, small art houses could use bright modern colors with yellows and greens dominating. Neighborhood houses could use more subdued colors, and still create a warm inviting atmosphere. The center city houses can use paint to achieve a sense of dignity and importance.

In painting, as in every other important job, the services of experts are called for to prevent a wasted expenditure of time, money and effort. According to the estimates we have gotten a 500 seat theatre can be painted for approximately \$1,500. A 1,000 seat theatre will cost about \$2,500 to repaint.

Lounges and restrooms are two additional areas which very often can use some attention. There are hundreds of low-cost, sturdy and attractive pieces of furniture and accessories on the market available for use in a theatre lounge. The skillful placement of mirrors, planters,

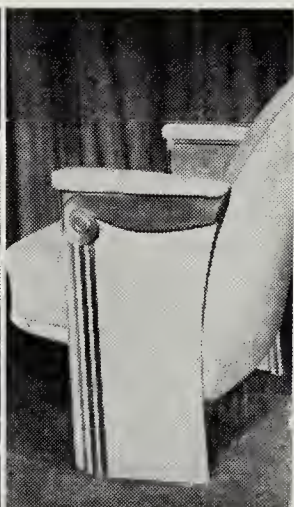
(Continued on page PT-13)



American



Heywood-Wakefield



International



Bausch & Lomb



Kollmorgen



Projection Optics



*An Experienced Theatreman
Discusses The Importance Of*

Planning The Drive-In

LOOKING back over our experiences in drive-in theatre constructions, a number of major pitfalls come to mind. I believe that with a better understanding of the particular problems involved, one can avoid most of the serious errors and build a drive-in at a lesser cost, and one which is better adapted to the particular requirements of the situation.

Grade and Sight Lines

First point to consider in construction is the subject of grade. To approach the matter properly, a topographical survey should be made of the land selected to ascertain the existing elevations. With such a survey in his possession a good architect or engineer can lay out the drive-in so as to require a minimum amount of fill, if any at all.

Next consideration is the question of sight lines. An exhibitor should determine how much margin he wants to provide for people parked in the back half of the field to see over the car in the next forward ramp. Naturally, with too little margin a person in a newer low car is not going to be able to see all of the screen if there is a higher car in the next ramp. We find that an allowance of 18 inches between average eye level and car height in the setting of the grades works out to be best. In other words, the grade is designed on the assumption of four and one half feet as eye level, and six feet as the level of the top of the car in the forward ramp.

Actual grades can be determined by mathematics or by graphs, using an exaggerated scale for the horizontal dimensions.

The degree of pitch for drainage is certainly important to observe when grades are laid out. Too slight a pitch will result in a lot of rain puddles on the field—especially if there is any settling of the

By **DOUGLASS N. AMOS**
*General Manager, Lockwood and Gordon
Enterprises*

land. Too much pitch will result in wash-outs during heavy rains. Generally speaking, a pitch of about 1/12th of an inch to a foot is recommended.

It should be determined at the time of construction what type of surface is to be ultimately applied to the drive-in field. A road oil surface is certain to cost approximately \$1,000 a year in maintenance on a 700-car drive-in. If an exhibitor doesn't want to face that type of expense, he should settle for a good, clean gravel or fine stone surface and treat it with a dust-settling chemical as necessary. An armorcoat or hot-top job is the ultimate in surface treatment. The original expense is great, but over a long period of time, it will average out to be not much greater than the cost of continual maintenance of an oil surface.

Building Locations

The location of the buildings within the park should be determined after careful thought. A decision should be made based on the size of the theatre, its grossing potential, and, of course, the construction budget.

The projection booth should be set in accordance with the size of the screen. We find that the best picture definition and light is achieved when we use lenses of a focal length not in excess of five inches with CinemaScope and not less than two and one half inches focal length with regular ratio projection. The booth

should be located a proper distance from the screen to permit use of optics within these limits.

With a smaller drive-in (up to about 600 cars) such an arrangement could permit the concession and projection booth to be part of the same building. In a larger drive-in, however, the concession building would have to be apart from the booth—lest it be too far away from the greatest concentration of patrons.

Without going into any detail on the design or layout of the concession building; I would like to make one or two observations:

a. Build in accordance with the anticipated theatre attendance. It's as important that the layout not be too large as it is too small.

b. Too large a concession means a loss of efficiency and a resultant increase in payroll costs—in addition, of course, to the unnecessary original outlay at the time of construction.

c. A drive-in of less than 500 or 600-car capacity does not need a concession with more than two lanes—particularly if the theatre will rarely be playing to capacity crowds. Naturally, it is important that the layout provide maximum efficiency or this limitation would not be proper.

The type of construction used on the concession will depend on the individual situation. However, it is quite obvious that the building is the part of the drive-in noticed and appreciated by the greatest number of patrons. The customers may comment often on a beautiful snack bar and spacious tiled rest facilities, yet never notice an expensive black top surfacing on the field.

The entrance way from the street to the box office is the other part of the

(Continued on next page)

DRIVE-IN THEATRES

Internally Lighted D-I Sign From Ballantyne

OMAHA, NEB.—For a long time, theatre owners have been looking for a new kind of high intensity sign that would have high legibility both day and night. Recently the Ballantyne Company, using Plexiglo, came up with a new kind of sign that is said to offer many advantages. It is highly readable both day or night. Lighted or unlighted, the name and message command attention and can be read instantly by approaching motorists.

Plexiglo signs are internally lighted, and the plastic letters are combined in a modern design. The strength of the Plexiglo faces and letters give the sign rugged durability, and because the light source is enclosed, protected from the weather, maintenance is kept to a minimum.

The signs are available in any size, and cost approximately \$20 per square foot single face, or about \$40 per square foot double face.

Planning The Drive-In

(Continued from page PT-10)

drive-in particularly noticed by the majority of the patrons.

Entrances

On the matter of entrances, we would like to emphasize the need of providing a maximum distance between the highway and the box office. If you don't have legislation on this matter now in your town or State, you will have it soon if the area drive-ins are backing up cars on to the street at rush periods. Regardless of the number of cashiers on duty, the cars can't funnel on to the right number of lanes in too short a space after swinging off the highway.

On the matter of ticket selling facilities, it should be noted that a drive-in differs greatly from a conventional theatre. Here the cashier is situated a long way from the usual location of the manager or owner. The ticket selling operation, or traffic at the box office, can't be observed from the inside of the park in most drive-ins. In our circuit, in order to counteract these dangers, we use a stub rod ticket system exclusively. The cashiers sell directly to the auto—a second booth is located 75 to 100 feet behind the box office to house the ticket taker with stub rod box.

Maintenance

Generally speaking, maintenance problems vary with each drive-in. One of the few items that would be universal is the maintenance of speakers. Our biggest problem on that score is the replacing of speaker cones. In New England we find that almost all of cone replacements have to be made in the spring—just after the drive-in opens. The speakers check out okay when first put into use at the start of the season; however, within three or four weeks, we find that we have to replace 10 to 15 per cent of the cones. Apparently, warping takes place *after* the speakers are put into use. Varying the winter storage conditions doesn't seem to alter the percentage of loss. However, we do feel that holding the sound volume on the field down to a minimum, particularly at the start of the season, does

(Continued on page PT-14)

GPE's Third Quarter Earnings And Sales Rise

NEW YORK—General Precision Equipment Corporation reported third quarter sales and earnings ahead of the 1955 third quarter, but nine month figures were behind the same period a year ago.

Consolidated net sales for the three months ended Sept. 30, 1956 were \$35,579,263 and consolidated net profit was \$613,901. After preferred dividends, these earnings were equivalent to 41 cents per common share on 1,125,380 shares of common stock outstanding. Sales for the same period a year ago were \$31,456,202 and net profit was \$201,594, or eight cents per share on 1,031,644 common shares outstanding.

For the nine months ended Sept. 30, 1956 sales were \$109,703,459 and profit was \$1,768,460 or \$1.21 per share on 1,125,380 shares of common stock out-

standing. This compares with sales of \$101,694,946, and profit of \$2,375,248 or \$2.02 per share on 1,031,644 shares outstanding.

Noting the "substantial improvement" of sales and profits in the third quarter over the same period of 1955, Hermann G. Place, GPE president, ascribed the fall-off in this year's third quarter as compared with the second quarter to "suspension of operation in a number of GPE plants for vacations and interruptions in deliveries resulting from the steel strike. Indications are that for the fourth quarter of the year both sales and profits will be better than for any quarter of 1955 or 1956," he said.

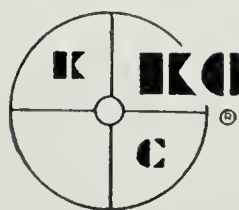
Directors of GPL declared a dividend of 60 cents per share on the common stock, payable Dec. 15, 1956.



... the SUPER SNAPLITE LENS for the clearest, sharpest, brightest pictures you have ever seen on your screen!

Your patrons will notice the difference — Super Snaplite gives greater contrast, better definition, more light on the screen where it really counts.

Ask your dealer for Bulletin 222.



KOLLMORGEN
Optical CORPORATION

NORTHAMPTON, MASSACHUSETTS

You can't make the pic better . . . but you can make it click better

How? Squeeze more of the entertainment value — for more of your patrons — out of every product you show. Give the *side-seat* patrons a break — don't let your "half-there" screen rob them of half the emotion. Fill more seats. Find out fast about the

VICRA-LITE

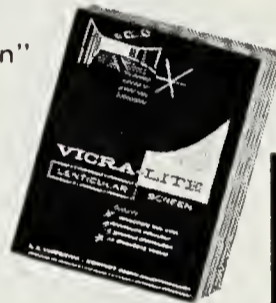
LENTICULAR SCREEN

"the screen of optical precision"

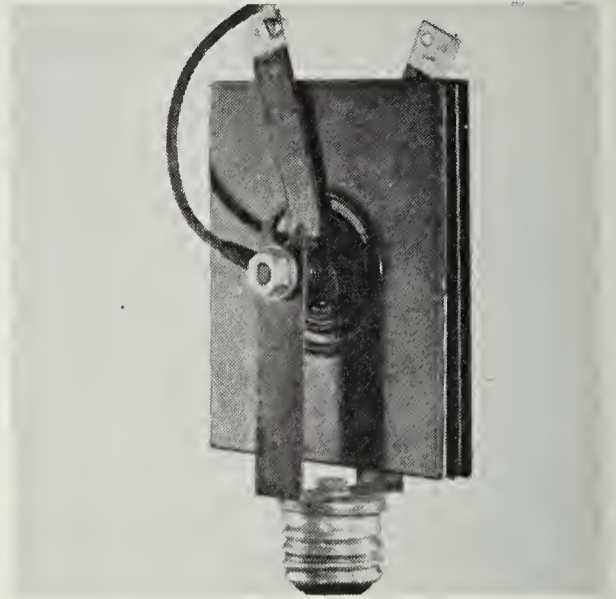
See your theatre supply dealer; write today for factual booklet, containing sample swatch.

L. E. CARPENTER & COMPANY

VICRA-LITE SCREEN DIVISION • Empire State Building, New York
In Canada: General Theater Supply Co., Ltd., Toronto



Tube Replacement Unit From Kneisley



TOLEDO, O.—The Kneisley Electric Company announced the development of the Sel-Tube, a selenium rectifying agent designed to replace the conventional 15 ampere rectifier tube used in 40, 50, and 60 ampere rectifiers.

These units are arranged in such a manner that they fit into the space formerly occupied by the tubes, all electrical connections being accomplished in the socket shell itself. No external wiring is required, it was said.

A forced air ventilating system is arranged to set on top of the rectifier housing after the Sel-Tubes are installed which cools both the Sel-Tubes and the transformers. Sel-Tubes offer the advantage of the standard selenium stack in the way of improved efficiency. The elimination of all filament loads and the reduction of tube voltage drops, it was claimed, make it possible to uprate the rectifier for greater output, or reduce the input power to the rectifier for power savings if sufficient output power is already available. Tube failures caused by excessive filament and plate voltages, occurring when a rectifier is being "pushed" for top output, result in "snarled," "sagged," or "snapped off" filaments and tube failures. Since the filaments and filament windings are eliminated in their entirety tube replacements are no longer necessary.

The method of mounting the Sel-Tubes, through elimination of additional cabinets and housings required for the conventional selenium stack, effects economies for the conversion of smaller tube type rectifiers to selenium.

New Raytone Screen Bows

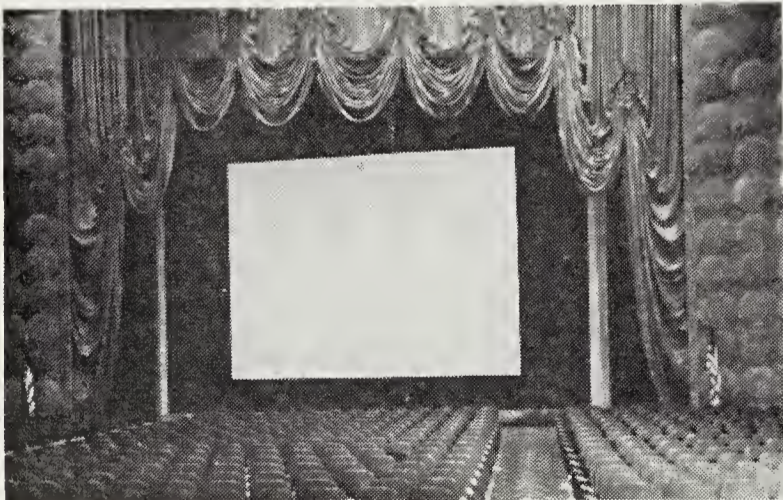
SYOSSETT, L. I.—The first "Wonderlite" screen, manufactured by the Raytone Screen Corporation, has been installed in new Syossett, which opened two weeks ago.

The "Wonderlite" is said to be the result of a year of experimentation and uses a formula which gives a modified high gain with the light distribution characteristics of a matte white screen.

The new screen, according to Raytone, gives a brightness gain of 120 per cent when compared to a matte white diffusive screen of .85 per cent brightness gain. It is believed that it is the first time that high gain qualities of metallic screen have been combined with the performance characteristics of a matte white screen.

Theatre DECORATION

designed and executed for beauty and interest . . . to fit your budget



- DRAPERIES
- STAGE CURTAINS
- CURTAIN TRACKS AND CONTROLS
- WALL COVERINGS
- PAINTING AND DECORATING
- MURALS
- CONTOUR CURTAINS

BEAUTIFY YOUR THEATRE NOW. Whether you require a simple drapery or a complete decorating job—consult NOVELTY STUDIOS or have your architect contact us. We will cheerfully submit layouts, samples and estimates—without any obligation.

NOVELTY SCENIC STUDIOS, INC.

426-432 East 91st St., New York 28, N. Y. • Phone TR 6-0800

ASK FOR REPRESENTATIVE

Our 37th year of unsurpassed workmanship and superior service

Using SBA Funds

(Continued from page PT-9)

lighting fixtures, etc., can turn a small and drab appearing lounge into a comfortable and inviting theatre "living room" that can be enjoyed and appreciated by the ticket-purchaser.

A clean and efficient restroom is a "must." A foul smelling, dark and dingy restroom, with poor toilet facilities, can cancel out an expenditure of thousands of dollars on remodeling other parts of the theatre. Added conveniences such as properly placed dressing tables and chairs in the ladies' restroom, automatic hand dryers, comb dispensing equipment, etc. are investments that pay off.

Auditorium

The auditorium is the place where your patrons will spend two, three or more hours. If the seats and surroundings are below par, they will lessen much of the entertainment value of the picture being seen.

It hardly seems necessary to stress the importance of seats. They must be comfortable and in good condition. Chairs are available in a price range which should fit into the budget of every theatre, going from about \$17.00 for a plain wood chair to \$40.00 for a deluxe push-back model.

There are many interesting wall coverings available to the theatreman. A fabric wall covering for a 500 seat theatre can be obtained at a cost of about \$800. The larger 1,000 seat theatre can have the same job done for approximately \$1,800.

The importance of a good screen cannot be underestimated. A heavy investment in new projection equipment can be all but wasted if the screen is not capable of producing a sharp, clear image. Here again the theatreman has many types of screens to select from, with a wide price range. In general, screens are available at a cost of \$.60 to \$2.00 a square foot, with the average price being about \$1.25 a square foot.

Dressing up the proscenium is another worthwhile project. The operator of a 500 seat house, with a proscenium opening of 30 by 20 feet, can install new curtains, track and curtain controls at a cost of about \$1,000. A 1,000 seat theatre with a proscenium opening of 42 by 24 feet can get the same equipment for about \$1,800.

Many interesting effects can be obtained with house lighting by the use of dimming equipment, spotlights, colored filters, etc.

Projection And Sound

The booth is the heart of any theatre. The advances made in projection and sound in recent years are truly amazing, and it is almost mandatory for a theatre to bring its booth equipment up-to-date.

A complete pair of projectors, including the projector head, arc lamps, lenses, pedestal, and direct current power supply can be had at a cost of \$5,000 to \$9,000.

Naturally, many theatres will not be in need of completely new projectors. However, the chances are very good that many of the integral parts of the projection system could stand replacement.

A pair of modern arc lamps will cost

about \$1,400 to \$3,000. Prime lenses are available at a cost of \$200 to \$800 a pair. A set of anamorphic lenses will cost anywhere from \$350 to \$1,200. Generators cost about \$1,100 to \$4,000, while rectifiers are about \$125 to \$600, with selenium units costing \$850 to \$1,500.

Turning to sound equipment, a complete optical sound system will cost somewhere between \$1,500 and \$4,300. If you add 1 track magnetic sound the additional cost is about \$800 to \$1,000. A complete magnetic sound system can cost anywhere from \$2,300 to \$6,000.

Booth accessories are another area in which replacements can pay off in more efficiency and a better show. Although the individual items usually are not very costly, there are many which are needed and the total adds up. Therefore, it is wise to carefully study your needs. Some of the important booth accessories that should be looked over for possible replacement include the fire extinguishers, rewinds, rewind table, splicer, reels, reel bins, record player, storage bins, etc. It is generally estimated that much of this equipment can be replaced for about \$300 to \$400.

Other Areas

In addition to the areas of the theatre that have already been discussed, there are still many other places which should be evaluated for remodeling or replacement when thinking about applying for an SBA loan.

The heating and air conditioning units are vital and should be gone over carefully. Quite often the cost of operating and maintaining an inefficient and undersized heating system is more costly, in the long run, than a modern efficient replacement. There have been great strides made in air conditioning and ventilating

equipment, particularly in the "packaged" units, and the theatre operator owes it to himself to investigate the market in terms of his needs and budget.

Much of the success of a theatre can be traced to the efficiency of the staff. Therefore, it might be wise to invest in new, attractive uniforms. In most cases it improves the morale of the staff, who will take pride in their new garb, and impresses the public.

The list of items that can be purchased, and the jobs that can be done in and around a theatre is a long one, and varies with each theatre. It would certainly be to the advantage of the exhibitor to make a careful survey of his property and map out a program which will make his theatre a better place to visit, and therefore have a better chance of not only surviving, but of prospering and growing.

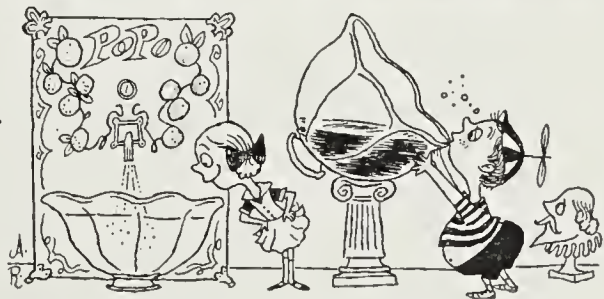
The SBA loans can be the straw that breaks the back of the resistance of many financial institutions to offer aid to theatres, and at a reasonable rate of interest. The know-how and the products have always been available, with a good chance to obtain the necessary funds now at hand the time appears ripe for indoor theatres to start a new era of glamor and comfort.

EDITOR'S NOTE—We would like to point out that all prices quoted here are merely estimates that should be used only as a guide. Many things, such as trade-in allowances, discounts, installation, sales, local taxes, freight charges, etc., can enter into the price. Therefore, we advise the reader to check with reliable theatre supply dealers, manufacturers and contractors for specific price quotations to be used on any applications for SBA or other types of loans.

Your carpets may be
the thickest...



Your soft drinks
may be king-size...



**BUT
EVERY PERFORMANCE
STILL
MUST BE PERFECT!**

Perfect performances depend so much on the quality of service your equipment receives. Giving the best service is the day-by-day job of every expert RCA Theatre Service Engineer. And he alone has behind him all RCA's tremendous technical resources.

RCA SERVICE COMPANY, INC.

A Radio Corporation of America Subsidiary

Camden, N. J.



Experimental RCA Screen Combats Stray Light

LOS ANGELES—Experimental development by the Radio Corporation of America of a radically new type of picture screen that makes possible the viewing of television and motion pictures in artificially or naturally lighted rooms, theatres, and auditoriums was disclosed here recently.

Dr. George L. Beers, an RCA engineering executive who developed the screen, described and demonstrated the development before the convention of the Society of Motion Picture and Television Engineers.

"This experimental RCA screen," he told the engineers, "makes possible increases of up to 20-to-1 in picture contrast under adverse ambient light conditions, and has produced, in tests, startling results in the reproduction of both television and motion pictures."

Although RCA has not as yet established any commercial plans for the experimental screen, Dr. Beers said that numerous tests conducted in various locations under a variety of ambient light conditions indicate the screen's potential for presentation of TV and motion pictures in lighted schoolrooms, homes, showrooms, and theatres, and for special applications, such as observation of airborne and ground-based radarscopes.

The RCA development, known as a directional viewing device, is similar in structure to a honeycomb, consisting of a network of tiny, interconnecting cells. The device is fabricated with aluminum foil,



.001-inch thin, and cell width, length, and depth can be varied to produce a range of viewing angles.

For motion picture use, Dr. Beers explained, the directional viewing device can be mounted directly in front of the theatre or home-movie screen, or can be fabricated complete with a backing screen. For television use, with both direct-view and projection-type TV receivers, the device would be positioned directly in front of the receiver.

"The RCA honeycomb screen," Dr. Beers said, "gives promise of a relatively simple and economical solution to the problem of reproducing television and motion pictures under conditions of adverse ambient light—the light, direct or reflected, from sources other than the picture-producing equipment."

Planning The Drive-In

(Continued from page PT-11)

help to minimize the problem.

We have been having bad speaker mechanisms reconed for two or three years now. The cost is about half that of a new replacement. The life of a reconed speaker may be equal to that of a new—however, our experience has not been over a long enough period of time to prove that point.

We have not experienced any serious loss of speakers by theft in any of our operations. We do advertise a \$50 reward for information leading to the apprehension of any person taking speakers. The offer is posted through a screen trailer and decals affixed to every speaker. This practice may well be very effective in preventing theft.

About the only other maintenance problem that I know to concern many exhibitors is that of projection lamp reflector breakage. This item has cost some

drive-ins a lot of money—probably quite unnecessarily. It now seems apparent that the major cause of constant mirror breakage—other than rough handling—is inadequate lamp house ventilation. Many of us installed the new high-amperage lamps without making any change in the exhaust system.

The drive-in business has grown into maturity; the theatres are here to stay as an integral part of community life, we owe it to ourselves, to our patrons, and to the community to maintain our drive-ins to the best of our ability.

If a drive-in theatre has been designed with care and foresight, it will not be hard or unnecessarily expensive to maintain. It can then command the respect of the community and be a credit to our industry.

This article is based upon an address made by the author at the recent Theatre Owners of America convention in New York during a Drive-In Forum.

Novel Sales Promotion By American Mat

TOLEDO—Slotted cards which hold silver dollars and tell about the silver anniversary of American Mat Corporation will be used during 1957 by that company's salesmen when making personal purchases from any business which might be a prospect for matting.

On a specified day, there will be released by each American Mat salesman a homing pigeon to which will be attached a bona fide order written that day. The order, carried by pigeon to the Toledo sales headquarters from the farthest point will be filled at no cost to the customer.

D. W. Moor, president, in announcing the promotion which will include magazine, newspaper, trade paper, radio and television schedules, has bulletined salesmen about several bonuses and prize contests.

To re-open doors of former customers, American Mat will replace free the oldest mat in service. They will do this for each of the many types they sell.

Getting An SBA Loan

(Continued from page PT-6)

in capital improvements while shorter terms are stipulated for other reasons. It can be repaid in less than the specified term.

Question: How long does it take to process an application?

Answer: Two to three weeks depending on the number of applications and on the nature of the loan.

Question: How many applications do you have on hand?

Answer: None, probably, because the directive to include theatres is so recent. There have been loans made to theatres in a special disaster loan program such as the recent floods in New England.

Question: Can one loan be applied to several theatres?

Answer: Yes.

Question: I have a closed theatre and would like a loan to convert the building to some other form of enterprise. Can I get a loan?

Answer: We will not make a loan to a real estate operation.

Question: Can a theatre that has closed down receive funds to reopen again?

Answer: Yes.

Question: Can a loan be secured on a second mortgage basis?

Answer: Yes, if qualifications are met.

Question: Can a theatre owner borrow to acquire another theatre?

Answer: Yes. This is an expanding operation.

Question: What type of information must be submitted?

Answer: Earnings of the past five years and present financial condition.

Question: If a bank approves 25 per cent of the loan on a limited loan basis, will the SBA rely on the bank's survey or must they make their own?

Answer: The SBA will rely on bank information for the most part.

Question: What is the rate of interest on an SBA loan?

Answer: Regular interest rates at present are six per cent, and this would apply to SBA loans as well.

SPECIAL OFFER

HAYCO THEATRE SEAT COVERS

\$1.50 PER COVER

These are our first quality covers made with the finest fabrics. Covers for most all makes of theatre chairs, colors limited.

OFFER EXPIRES DECEMBER 31, 1956

JACK HAYES SEATING SERVICE One Monica Place
Baldwinsville, N. Y.

Painting Drive-In Screens

By A. B. CLAPP
Spatz Paint Industries

PRECONCEIVED ideas for painting drive-in theatre screens are giving way to a completely new concept. Alert observation by an operator of a drive-in and results of an actual installation by a screen tower builder advances a new thought on screen paint.

"That's the screen paint for which I have been looking," are the enthusiastic words of B. W. Dittrich, Comerford's Drive-In Theatres, Scranton, Pa., as he stood before the display of Selby Industries at the recent TOA-TESMA Convention and Trade Show. The simulated screen face at which he was looking, was painted with a heavy-bodied flat white stipple-texture paint produced by Spatz Paint Industries, St. Louis.

The interest manifested by Dittrich was generated by observations of a rough recent face of a screen that his company built at one of their drive-ins. This particular theatre was constructed on a budget basis and the rough cement screen was painted with a conventional type of flat white screen paint. According to Dittrich, the best pictures were always received on this rough cement screen. Different kinds and brands of movie screen paints were used on the many other drive-in theatres which Comerford's operate without securing comparable pictures. The obvious conclusion, according to Dittrich, is that a *stipple-texture paint coating that simulates the texture of rough cement is the answer.*

The introduction of a heavy-bodied texture paint by the Spatz paint firm was not premeditated. It happened quite by accident.

The Phil Smith circuit, operating the Air-Way drive-in, St. Louis, was in need of a screen painting job 24 hours before an advertised opening. Howard Barthel-hass, the painting contractor, one day prior to the day of opening advised that the bonderized metal screen would require two coats of conventional movie screen white to produce a satisfactory picture. So Spatz Industries, Inc., called in for help, supplied a special heavy-bodied stipple paint in an effort to cover in one coat. This paint, applied with a roller, worked perfectly, and since April 1955 is producing the best picture of any other screen in the Phil Smith circuit of 23 outdoor theatres.

Selby Industries, Inc., built over 35 screen towers in the past nine months. All of the screen faces were painted with three coats of conventional movie screen white until the firm constructed a screen tower at Garrett, Ind. On this job, Selby applied *two coats* of Spatz heavy-bodied movie screen white producing a stipple effect with a long lambswool roller. The results were excellent when compared to other paints, according to John Selby, who reported that the screen face at Garrett produced the "brightest and best" picture of any of his screens. Shiny spots, usual to other paint, in the rain were



Magnified View of Stipple-textured Paint

practically eliminated. The paint was easy to apply and it required no more labor, nor material than ordinarily. Selby announced at the recent TOA Convention that his company has adopted Spatz stipple-texture screen paint as standard finish for all his towers.

Drive-in theatre owners in attendance at the TOA-TESMA Trade Show showed keen interest in finer pictures through the use of white screen paint applied in a textured finish. To meet this need a heavy-bodied screen paint that will be marketed under the trade name "Stip-Tex" screen paint. The company advised that this paint is similar to Spatz Movie Screen White widely used in the industry for nine years, except the new paint is in heavy stipple form, ready-mixed and must be applied with lambswool rollers. According to Spatz, this not a new paint for drive-in theatre screens but a new conception of how a screen paint should be made and applied for the finest picture reproduction. He believes that the stipple-texture paint will provide the most efficient white drive-in screen surface at the lowest cost yet possible.

The following briefly enumerates the many characteristics and advantages obtained:

- Clearer picture from any angle in the theatre.
- Practically eliminates distortion from rain.
- Doesn't collect dirt—cleans itself.
- Better picture reproduction in early opening hours.
- Low application and maintenance cost.
- Fewer repaint jobs.
- Where to apply Stipple-Texture screen paint—
 - Over any previously painted screen surface.
 - New construction should be primed according to type of surface.
- How to apply Stipple-Textured screen paint—
 - Simply roll on with heavy lambswool roller—one coat usually sufficient.
- National Theatre Supply are exclusive distributors for Spatz drive-in theatre paints.

NOW!
FOR THE FIRST TIME
SPECIAL PURCHASE
and **BRAND NEW**
The **HOLMES 35MM.**
PORTABLE
Sound on Film
Equipment

AT
\$499.50
Factory List Price
\$1,550

HERE'S THE AMAZING DEAL:

2 — Holmes Ball Bearing 35 mm. Portable Sound Projectors, constant speed motors, 1000 watt Mazda lamphouses, 2000' upper and lower magazines, photocells, exciter lamps, etc. (Brand New). 2—Series 1 4" lenses, with adapters (New). 1—Set projector, photocell and exciter lamp cables (New). 1—Amplifier, late model, 25/30 watt output (Rebuilt like New). 1—Jensen Heavy Duty 12" PM speaker, with baffle and 75 feet cable (Reconed and refinished), guaranteed same as new).

★STAR CINEMA SUPPLY CO.
621 West 55th Street, New York 19, N. Y.

N.T.S.

Your Guarantee
of Consistent Quality
and Outstanding Service
For Every Theatre Need!

NATIONAL THEATRE SUPPLY
29 Branches Coast to Coast

Simplex
X·L
PROJECTION and
SOUND SYSTEMS
The Finest Ever Made

MANUFACTURED BY INTERNATIONAL PROJECTOR CORPORATION
DISTRIBUTED BY NATIONAL THEATRE SUPPLY
SUBSIDIARIES OF GENERAL PRECISION EQUIPMENT CORPORATION

Insist on EPRAD
In-The-Car Speakers!
EPRAD
1208 CHERRY STREET, TOLEDO 4, OHIO

*With New Installations
Increasing, Here Are*

Tips On Laying Theatre Carpet

ALL INDICATIONS are that new carpet is one of the most desired items for the nation's indoor theatres. Since this is an important and very costly expenditure the more the exhibitor knows about the installation of carpet, the fewer are the chances that he will permit costly errors. Therefore, although the job of laying carpet in a theatre should only be conducted by experts, the following information is designed to acquaint the theatreman with some of the problems involved, and for which he should be on guard.

Since theatres probably have the smallest percentage of straight and level floors of any type of building, carpeting a theatre is a real test of a carpet layer's skill. Theatre traffic is about the heaviest to which any surface for which soft floor covering is laid is subjected, so not only must the carpet be selected with this in mind, but it must also be laid so that it will withstand the hard wear. The finest quality carpet can easily be ruined by a poor job of installation.

When the carpeting has been selected, the installation man should be called in to go over the entire theatre before preparing an estimate. He must be told exactly which areas are to be carpeted, whether aisles are to be carpeted from chair standard to chair standard, whether broad marble steps are to be entirely carpeted or space left at the sides, etc. Such specific information not only helps the installation man in making his estimate, but may save needless reordering and greater expense as well.

Before taking any measurements of the actual areas to be carpeted, the installation man should make an outline sketch

of the floor areas, noting defects and repairs which should be made to effect a first-class installation. He should take into account the construction of door saddles to determine whether the ends of the carpet should be bound and turned under, allowing the carpet to be fastened tight up against the saddle, or whether they should be bound and a metal nosing strip installed to prevent the carpet rising above the saddle level. In planning the installation of carpet next to doors it is extremely important to calculate both the depth of the carpet and the underlining to make sure that the door will clear both of them.

When the job layout is ready for preparation, a one-half inch to the foot scale drawing should be made to show all offsets, curvatures and slants of the floor areas to help solve all cutting, sewing and matching problems. It also should allow for any errors or changes made before the carpet is bundled and shipped to the theatre. For balconies, aisles and cross-overs not only a scale drawing, but the use of a beam-compass is essential. Exact yardage must be figured, for the slant of side walls and tapering of aisles make a great deal of difference in figuring and laying the breadths.

The breadths should always run in line with the most traffic and with the least amount of cross-seams in planning for carpeting. In the entrance vestibule, lobby, or foyer the breadths should always run from door saddle to door saddle. If it is necessary to waste a one-half breadth, it may be used along narrow side walls or side aisles. As far as standee areas are concerned, breadths should always run from the rear wall to the

standee rail to avoid cross-seams at the head of the aisles or at the standee rail, and to avoid bad tripping accidents on the part of patrons in these heavy traffic areas. Still another reason for not laying carpet from side wall to side wall lies in the fact that when carpet does have to be replaced at aisle heads, only one or two short breadths will have to be installed. This same theory also applies to the aisle cross-overs and the front row of seats.

When planning the layout of the stair carpets, there should, if possible, be a continuous full breadth of carpet over treads and risers and over the landing or hallways, so there will be no open seams to constitute a hazard. If this arrangement is not possible, the seam should come about half way up the riser so that there will be less wear and tear, and little chance of patrons catching their feet in the seam.

The underlining yardage is figured by taking the total net carpet yardage without allowance for matching or waste, multiplying it by three and then dividing by four to get the number of square yards of lining required. In recarpeting jobs, new underlining is often necessary, for after long use lining tends to flatten out and may be damp and dirt-filled. Underlining should always be installed so that it is two inches inward from the carpet edges.

Before a bundled roll of new carpet is shipped, steps should be taken to have adequate storage space set aside for it, for usually carpet will be the last item in a theatre installation. The storage space should be clean, dry and large enough so that the carpet will not have to be bent, an action which might well break its back. No girders, beams or sharp instruments should be placed near the stored carpet.

When installation is to take place, the floor areas must be completely dry and thoroughly cleaned of all refuse, especially cement and plaster. A strong knife or cold chisel should be used to get the floor perfectly smooth and free. All surfaces should be checked to be sure that dampness cannot seep in, for dampness underneath can shorten the life of floor coverings appreciably.

Radiant heating is not harmful to wood carpet according to studies that have been made. The insulating effect which soft floor coverings have on heated floor slabs is not enough to put properly designed and installed systems off balance, and the temperature level at which these systems operate will have no damaging effect on the carpet. The possibility of enough moisture coming through the concrete to cause mildew development is negligible.

Air conditioning units need cause the theatre owner no worries. On the contrary, some moisture in the air is a tonic for carpet, for excessive dryness can dull a carpet's looks and reduce its resiliency.



The proper installation of theatre carpet is a precise job, and requires services of a trained expert.

Allied Artists

(1954-55 releases from 5501,
1955-56 Releases from 5601)

- AT GUNPOINT-W—Fred MacMurray, Dorothy Malone, Walter Brennan—Entry has angles for better reaction—81m.—see Dec. 14 issue Page 4069—(Technicolor)—(CinemaScope). (5531)
- ATOMIC MAN, THE—MD—Gene Nelson, Falth Domergue, Joseph Tomelty—Okay programmer—78m.—see April 78 issue Page 4133—(Made in England). (5612)
- BIG TIP OFF, THE—MD—Richard Conte, Constance Smith, Bruce Bennett—For the lower half—78m.—see Jan. 25 issue Page 4089. (5512)
- BOBBY WARE IS MISSING—MD—Neville Brand, Arthur Franz, Jean Willes—Okay programmer for the dualers—66m.—see Jan. 25 issue Page 4089. (5532)
- CALLING HOMICIDE—MD—Bill Elliott, Don Haggerty, Kathleen Case—Okay lower half meller—61m.—see Sept. 19 issue Page 4225. (5624)
- CANYON RIVER—W—George Montgomery, Marcia Henderson, Peter Graves—Okay western—80m.—see Nov. 14 issue Page 4249—(CinemaScope)—(DeLuxe Color). (5620)
- COME ON, THE—MD—Anne Baxter, Sterling Hayden—Programmer has angles—83m.—see April 18 issue Page 4133—Leg.: B. (5608)
- CRASHING LAS VEGAS—C—Leo Gorcey, Huntz Hall, Mary Costle—Usual Bowery Boys nonsense for usual audience—62m.—see May 2 issue Page 4149. (5609)
- CRIME IN THE STREETS—MD—James Whitmore, John Cassavetes, Denise Alexander—Suspenseful story of delinquency and squalor needs selling—91m.—see May 2 issue Page 4149. (5614)
- DEADLIEST SIN, THE—MD—Sidney Chaplin, Audrey Dalton, John Brentley—For the lower half—77m.—see March 21 issue Page 4121—(English-made). (5601)
- DIG THAT URANIUM—C—Leo Gorcey, Bernard Gorcey, Huntz Hall—Better than average Bowery Boys entry—61m.—see Jan. 11 issue Page 4085. (5541)
- FIRST TEXAN, THE—OD—Joel McCrea, Felicia Farr, Jeff Morrow—Well made historical meller—82m.—see June 27 issue Page 4181—(Technicolor)—(CinemaScope). (5615)
- FRIENDLY PERSUASION—D—Gary Cooper, Dorothy McGuire, Marjorie Main—Fine family entry—140m.—see Oct. 3 issue Page 4229—(Color by DeLuxe). (5657)
- HOLD BACK THE NIGHT—MD—John Payne, Mona Freeman, Chuck Connors—Better than average programmer—80m.—see Sept. 5 issue Page 4213. (5621)
- INDESTRUCTIBLE MAN, THE—MD—Lon Chaney, Casey Adams, Marion Carr—Horror meller for the lower half—70m.—see April 4 issue Page 4129—Leg.: B. (5613)
- INVASION OF THE BODY SNATCHERS—SFD—Kevin McCarthy, Dana Wynter, King Donovan—Well made, suspenseful entry—80m.—see Jan. 25 issue Page 4089—Leg.: B—(Superscope). (5602)
- KING OF THE CORAL SEA—MD—Chips Rafferty, Charles Tingwell—Good programmer—74m.—see April 18 issue Page 4133—(Australian-made). (5617)
- MAGNIFICENT ROUGHNECKS—MD—Jack Carson, Mickey Rooney, Nancy Gates—Standard lower half entry—75m.—see June 13 issue Page 4173. (5616)
- NAKED HILLS, THE—MD—David Wayne, Keenan Wynn, James Barton, Marcia Henderson—Off beat program meller—73m.—see Oct. 3 issue Page 4229—(PatheColor). (5605)
- NAVY WIFE—C—Joan Bennett, Gary Merrill, Shirley Yamaguchi—Comedy has angles—83m.—see June 27 issue Page 4181. (5611)
- NO PLACE TO HIDE—D—David Brian, Marsha Hunt, Hugh Corcoran—For the lower half—71m.—see July 25 issue Page 4189—(Color by DeLuxe)—(Made in The Philippines). (5603)
- PARIS FOLLIES OF 1956—MU—Forrest Tucker, Margaret Whiting, Dick Wesson—Uneven programmer—73m.—see Jan. 11 issue Page 4085—Leg.: B—(Color by DeLuxe). (5534)
- SCREAMING EAGLES—MD—Tom Tryon, Jan Merlin—Well-made war meller—81m.—see Sept. 5 issue Page 4213. (5610)
- SHACK OUT ON 101—MD—Terry Moore, Frank Lovejoy, Keenan Wynn—Names fail to help program meller—80m.—see Dec. 14 issue Page 4069—Leg.: B. (5535)
- STRANGE INTRUDER—MD—Edmund Purdon, Ida Lupino, Ann Harding—Good adult post-war meller—82m.—see Nov. 28 issue Page 4257. (5619)
- SUDDEN DANGER—MYMD—Bill Elliott, Tom Drake, Beverly Garland—Interesting programmer—65m.—see Jan. 11 issue Page 4085. (5540)
- THREE FOR JAMIE DAWN—MD—Richard Carlson, Laraine Day, Ricardo Montalban—Names may help programmer—84m.—see June 27 issue Page 4181. (5618)
- THUNDERSTORM—D—Linda Christian, Carlos Thompson, Charles Korvin—Heavy love drama for lower half—81m.—see Sept. 5 issue Page 4213—Leg.: B—(Made in Spain). (5604)
- WICKED WIFE—MD—Nigel Patrick, Beatrice Campbell—For the lower half—75m.—see March 21 issue Page 4121—(English-made). (5606)
- WORLD WITHOUT END—SFD—Hugh Marlowe, Nancy Gates, Nelson Leigh—Science fiction entry has angles—80m.—see April 18 issue Page 4133—(Technicolor)—(CinemaScope). (5607)
- YAQUI DRUMS—W—Rod Cameron, Mary Castle, J. Carrol Naish—Fair lower half western—71m.—see Sept. 19 issue Page 4225. (5625)
- YOUNG GUNS, THE—W—Russ Tamblyn, Gloria Talbott, Perry Lopez—Program western—84m.—see Nov. 14 issue Page 4249—Leg.: B. (5623)

TO BE REVIEWED OR IN PRODUCTION

- BLONDE SINNER—Diana Dors, Michael Craig, Yvonne Mitchell—Leg.: B. (5635)
- BRINGING UP JOEY—Huntz Hall, Stanley Clements, Joi Lansing, Bowery Boys.
- CHAIN OF EVIDENCE—Bill Elliott, James Lydon, Claudia Barrett (5701)
- CRUEL TOWER, THE—John Ericson, Mari Blanchard—Leg.: B. (5629)

MOTION PICTURE

EXHIBITOR

SERVISECTION

The Check-Up of all features and shorts for a 12-month period

Published weekly by Jay Emanuel Publications, Inc. Publishing office: 246-248 North Clarion Street, Philadelphia 7, Pennsylvania. New York: 229 West 42nd Street, New York, N. Y. Jay Emanuel, publisher; P. J. Greenhalgh, general manager; Al Erlick, editor; George Nannaker, feature editor; Mel Konecoff, New York editor; Max Cades, business manager. West Coast Representative: Paul Manning, 8141 Blackburn Avenue, Los Angeles 48, California.

SECTION 2
Vol. 57, No. 6

DECEMBER 5, 1956

- DAUGHTER OF DR. JEKYLL—John Agar, Gloria Talbott.
- DRAGON WELLS MASSACRE -- Barry Sullivan, Mona Freeman, Dennis O'Keefe, Katy Jurado—(Eastman Color)—(CinemaScope).
- 54 WASHINGTON STREET—George Montgomery, Meg Randall, Robert Foulke—(Color)—(CinemaScope).
- FIGHTING TROUBLE—Huntz Hall, Stanley Clements, Bowery Boys—Leg.: B. (5623)
- GUN FOR A TOWN—Dole Robertson, Brian Keith, Rossana Rory. (5702)
- HIGH TERRACE—Dale Robertson, Lois Maxwell, Derek Bond.
- HOLD THAT HYPNOTIST—Huntz Hall, Stanley Clements, Bowery Boys.
- HUNCHBACK OF PARIS — Gina Lollobrigida, Anthony Quinn—(Made in France).
- JEANNIE—Vera Ellen, Tony Martin—(Color)—(CinemaScope)—(Made in England).
- LOVE IN THE AFTERNOON—Audrey Hepburn, Gary Cooper, Maurice Chevalier—(Made in France).
- NOT OF THIS EARTH—Paul Birch, Beverly Garland. (5704)
- OKLAHOMA, THE—Joel McCrea, Barbara Hale, Gloria Talbott—(Color)—(CinemaScope).
- STRANGE INTRUDER—Edmund Purdon, Ida Lupino, Ann Hardina—82m. (5619)

- OKLAHOMA WOMAN, THE—W—Richard Denning, Peggie Castle, Tudor Owen—Fair western—71m.—see May 30 issue Page 4169—(SuperScope).
- PHANTOM FROM 10,000 LEAGUES—MD—Kent Taylor, Cathy Downs—Programmer for exploitation spots—80m.—see Feb. 8 issue Page 4103.
- RUNAWAY DAUGHTERS—D—Marla English, John Litel, Anna Sten—For the lower half—88m.—see Nov. 14 issue Page 4249.
- SHAKE, RATTLE AND ROCK—DMU—Fats Domino, Liso Gaye, Touch Connors—Exploitable programmer—77m.—see Nov. 14 issue Page 4249.
- SHE CREATURE, THE—SFM—Chester Morris, Marla English, Tom Conway—Lower half filler—77m.—see Oct. 31 issue Page 4245.

TO BE REVIEWED OR IN PRODUCTION

- FLESH AND THE SPUR—John Agar, Marla English, Touch Connors—(Eastman Color).
- NAKED PARADISE—Richard Denning, Beverly Garland—(PatheColor).
- UNDEAD, THE—Richard Garland, Alison Hayes, Pamela Duncan.
- UNDERWATER GIRL—Mara Corday, Pat Conway.
- VOODOO WOMAN—Marla English, Tom Conway, Touch Connors.

American International

- DAY THE WORLD ENDED—SFD—Richard Denning, Lori Nelson—Satisfactory programmer for exploitation spots—79m.—see Feb. 8 issue Page 4102—(Superscope).
- FEMALE JUNGLE—MYMD—Lawrence Tierney, John Carradine, Jayne Mansfield—Okay for the lower half—68m.—see May 30 issue Page 4169.
- GIRLS IN PRISON—MD—Richard Denning, Joan Taylor—For the lower half—87m.—see Aug. 8 issue Page 4201.
- GUNSLINGER—W—John Ireland, Beverly Garland, Allison Hayes—Fair western—83m.—see Aug. 8 issue Page 4201—(Pathe Color).
- HOT-ROD GIRL—AD—Lori Nelson, John Smith, Chuck Connors—Programmer has exploitation angles for some spots—75m.—see Aug. 8 issue Page 4201.
- IT CONQUERED THE WORLD—SFM—Peter Graves, Beverly Garland—Fair lower half filler—71m.—see Oct. 31 issue Page 4245.

Associated

- BLONDE BAIT—MD—Beverly Michaels, Jim Davis, Joan Rice—Mediocre meller for the lower half—71m.—see April 18 issue Page 4134—(Made in England). (5506)
- FRONTIER GAMBLER—W—John Bromfield, Coleen Gray, Kent Taylor—Fair lower half filler—70m.—see Sept. 5 issue Page 4214.
- LAST OF THE DESPERADOES—W—James Craig, Jim Davis, Margia Dean—Okay western—71m.—see Dec. 28 issue Page 4077. (5502)
- THREE OUTLAWS, THE—W—Neville Brand, Alan Hale, Bruce Bennett—Fair western for filler—74m.—see Aug. 22 issue Page 4205—(Superscope 235). (5503)
- TWO-GUN LADY—W—Peggy Castle, Williom Talman, Marie Windsor—Average western—70m.—see Dec. 28 issue Page 4077. (5501)
- WILD DAKOTAS, THE—W—Bill Williams, Coleen Gray—Average western—73m.—see July 25 issue Page 4189.

Astor

- DYNAMITERS, THE—MD—Wayne Morris, Patrick Holt, Sandra Dorne—For the lower half—75m.—see May 30 issue Page 4165—(Made in England).
- FEAR—D—Ingrid Bergman, Mathias Wieman, Renate Mannhardt—Ingrid Beraman starrer for art and specialty spots—82m.—see Dec. 28 issue Page 4077—(Made in Germany)—(English dubbed).
- MEN OF SHERWOOD FOREST—MD—Don Taylor, Reginald Beckwith, Eileen Moore—Programmer has kiddie appeal—77m.—see Sept. 5 issue Page 4214—(Eastman Color)—(English-made).
- PASSPORT TO TREASON—MD—Rod Cameron, Lois Maxwell, Clifford Evans—Program filler—80m.—see May 30 issue Page 4165—(Made in England).

TO BE REVIEWED OR IN PRODUCTION

- BLACK TIDE—John Ireland.
- HOUR OF DECISION—Jeff Morrow.
- UNINVITED, THE—Alex Nichol.

Buena Vista

(Walt Disney)

- DAVY CROCKETT AND THE RIVER PIRATES—MD—Fess Parker, Buddy Ebsen, Jeff York—Okay adventure film will need plenty of push—81m.—see July 25 issue Page 4189—(Technicolor).
- GREAT LOCOMOTIVE CHASE, THE—MD—Fess Parker, Jeffrey Hunter, Jeff York—Excellent action film will have to be sold—85m.—see May 30 issue Page 4165—(Technicolor)—(CinemaScope)—(Disney).
- LITTLEST OUTLAW, THE—D—Pedro Armendariz, Joseph Calleia, Andres Velasquez—Good Disney live action entry—75m.—see Jan. 11 issue Page 4085—(Color by Technicolor)—(Made in Mexico).

KEY

Leg. is the symbol for the Catholic Legion of Decency ratings included in cases where the pictures are classified as either objectionable in part (B) or condemned (C). Films without a Legion of Decency rating are either found unobjectionable or unclassified by the Legion.

Abbreviations following titles indicate type of picture.

AD—Adventure drama	HISD—Historical drama
ACD—Action drama	MD—Melodrama
BID—Biographical drama	MUC—Musical comedy
BIDMU—Biographical drama with music	MU—Musical
BUR—Burlesque	MUW—Musical western
C—Comedy	MY—Mystery
CAR—Cartoon feature	MYC—Mystery comedy
CD—Comedy drama	MYD—Mystery drama
CDMU—Comedy drama musical	MYMD—Mystery melodrama
CMU—Comedy musical	NOV—Novelty
COMP—Compilation	OPC—Operatic comedy
COSMD—Costume melodrama	OPD—Operatic drama
D—Drama	OD—Outdoor drama
DMU—Dramatic musical	OMD—Outdoor melodrama
DOC—Documentary	ROMC—Romantic comedy
ED—Educational feature	ROMCMU—Romantic comedy musical
F—Farce	ROMD—Romantic drama
FAN—Fantasy	SAT—Satire
FANMU—Fantasy musical	SFD—Science fiction drama
	TRAV—Travelogue
	W—Western

SECRETS OF LIFE-ED-Walt Disney True-Life Adventure-Commendable educational effort, dubious entertainment subject-75m.-see Oct. 31 issue Page 4241-(Technicolor; one reel in CinemaScope).

TO BE REVIEWED OR IN PRODUCTION

IF ALL THE GUYS IN THE WORLD-Andre Valmy, Jean Gaven, Mimo Billi-(French-made). WESTWARD HO, THE WAGONS-Fess Parker, Kathleen Crowley, Buddy Ebsen-(Technicolor)-(CinemaScope).

Columbia

(1955-56 Releases from 801; 1956-57 Releases from 101)

AUTUMN LEAVES-ROMD-Joan Crawford, Cliff Robertson, Vera Miles-Highly interesting Crawford entry, especially for the femmes-108m.-see Sept. 5 issue Page 4149-Leg.: B. (104)

ROCK AROUND THE CLOCK-MU-Bill Haley and His Comets, The Platters, Johnny Johnston-Entertaining programmer-77m.-see March 21 issue Page 4121. (838)

Continental

ADORABLE CREATURES-C-Daniel Gelin-Amusing, exploitable import for the art spots-108m.-see Feb. 8 issue Page 4100-Leg.: C-(French-made)-(English titles).

HILL 24 DOESN'T ANSWER-AD-Edward Mulhaire, Michael Wager-Highly interesting, well made import-100m.-see Nov. 30 issue Page 4073-(Israeli-made)-(English Language).

TO BE REVIEWED OR IN PRODUCTION

NOTEBOOKS OF MAJOR THOMPSON, THE-Jack Buchanan, Martine Carol, Noel-Noel-(Made in France).

DCA

(Distributors Corporation Of America)

JEDDA THE UNCIVILIZED-OD-Off beat, interesting entry for art and specialty spots-88m.-see July 11 issue Page 4185-Leg.: B-(Print by Eastman Color)-(Filmed in Australia).

TO BE REVIEWED OR IN PRODUCTION

ROCK, ROCK, ROCK-Alan Freed, Frankie Lyman and Teenagers, LaVern Baker.

IFE

LEASE OF LIFE-D-Robert Donat, Kay Walsh, Adrienne Corri-Well-made, interesting entry-93m.-see Jan. 25 issue Page 4090-(Color by Eastman Color)-(English-made).

Lippert

GLASS TOMB, THE-MYMD-John Ireland, Honor Blackman-Interesting entry for the lower half-59m.-see Feb. 22 issue Page 4109-(English-made). (5409)

Metro

(1955-56 Releases from 602)

ANNIE GET YOUR GUN-MUC-Betty Hutton, Howard Keel, Louis Calhern-Release has names to sell-107m.-see May 16 issue Page 4157-(Technicolor). (632)

Paramount

(1954-55 releases from 5400;
1955-56 releases from 5500)

JULIE—MD—Doris Day, Louis Jourdan, Barry Sullivan—Good, suspense-filled entry—97m.—see Oct. 17 issue Page 4237. (709)

KISMET—MU—Howard Keel, Ann Blyth, Vic Damone, Dolores Gray—Lavishly produced musical—113m.—see Dec. 28 issue Page 4078—(Eastman Color)—(CinemaScope). (613)

LAST HUNT, THE—OD—Robert Taylor, Stewart Granger, Lloyd Nolan, Debra Paget—Rugged outdoor drama has the names and can be sold—108m.—see Feb. 22 issue Page 4110—Leg.: B—(Eastman Color)—(CinemaScope). (621)

LUST FOR LIFE—BIOD—Kirk Douglas, Anthony Quinn, Pamela Brown—Well-made entry for art, specialty and some class spots—122m.—see Sept. 19 issue Page 4226—(CinemaScope)—(MetroColor). (701)

MARIE ANTOINETTE—COSD—Norma Shearer, Tyrone Power, John Barrymore—Reissue should have value as museum piece—149m.—see Nov. 14 issue Page 4250. (708)

MEET ME IN LAS VEGAS—MUC—Dan Dailey, Cyd Charisse, Agnes Moorehead—High rating musical—112m.—see Feb. 8 issue Page 4097—Leg.: B—(Eastman Color)—(CinemaScope). (622)

NORTHWEST PASSAGE—D—Spencer Tracy, Robert Young, Ruth Hussey—Names should help reissue about Rogers' Rangers—126m.—see Feb. 22 issue Page 4110—(Technicolor). (623)

OPPOSITE SEX, THE—CMU—June Allyson, Joan Collins, Leslie Nielsen—Loaded with entertainment values—117m.—see Sept. 19 issue Page 4226—Leg.: B—(CinemaScope)—(MetroColor). (705)

POWER AND THE PRIZE, THE—D—Robert Taylor, Elisabeth Mueller, Burl Ives—Interesting drama of big business introduces shining new female star—98m.—see Sept. 19 issue Page 4226—(CinemaScope). (703)

RACK, THE—D—Paul Newman, Wendell Corey, Walter Pidgeon, Anne Francis—Highly engrossing drama—100m.—see April 18 issue Page 4134. (706)

RANSOM—MYD—Glenn Ford, Donna Reed, Leslie Nielsen—High rating entry—104m.—see Jan. 11 issue Page 4086. (617)

SOMEBODY UP THERE LIKES ME—BID—Paul Newman, Pier Angeli, Everett Sloane—Well-done, highly interesting entry—113m.—see July 11 issue Page 4185. (635)

STRATTON STORY, THE—CD—James Stewart, June Allyson, Agnes Moorehead—Baseball reissue has Stewart name to help—106m.—see Feb. 22 issue Page 4110. (619)

SWAN, THE—ROMD—Grace Kelly, Louis Jourdan, Alec Guinness—Yarn about a princess has good potential—112m.—see April 18 issue Page 4134—(Eastman Color)—(CinemaScope). (628)

TALE OF TWO CITIES, A—D—Ronald Colman, Elizabeth Allan, Reginald Owen—Reissue should have value as museum piece—128m.—see Nov. 14 issue Page 4250. (707)

TEA AND SYMPATHY—D—Deborah Kerr, John Kerr, Leif Erickson—High rating drama—122m.—see Oct. 3 issue Page 4231—Leg.: B—(CinemaScope)—(MetroColor). (702)

TEAHOUSE OF THE AUGUST MOON, THE—C—Marlon Brando, Glenn Ford, Machiko Kye—Highly amusing entry—123m.—see Oct. 31 issue Page 4242—(CinemaScope)—(MetroColor)—(Partially made in Japan)—(713).

THESE WILDER YEARS—Barbara Stanwyck, James Cagney, Walter Pidgeon—Well-made adult drama with provocative theme—91m.—see July 25 issue Page 4190. (636)

THREE MUSKETEERS, THE—ROMCMU—Lana Turner, Gene Kelly, June Allyson, Van Heflin—Reissue of standout entry should repeat okay—125m.—see Feb. 22 issue Page 4110—(Technicolor). (618)

TRIBUTE TO A BAD MAN—OD—James Cagney, Stephen McNally, Irene Papas—Well-made outdoor show should appeal to action and western fans—95m.—see March 21 issue Page 4122—(Eastman Color)—(CinemaScope). (626)

YEARLING, THE—D—Gregory Peck, Jane Wyman—Fine film should do okay as reissue—128m.—see Feb. 22 issue Page 4110—(Technicolor). (624)

TO BE REVIEWED OR IN PRODUCTION

ACTION OF THE TIGER—Van Johnson, Martine Carol—(Made in Spain).

BARRELS OF WIMPOLE STREET, THE—Jennifer Jones, Sir John Gielgud, Bill Travers—(Color)—(CinemaScope)—(Made in England).

DESIGNING WOMAN—Gregory Peck, Lauren Bacal, Dolores Gray—(CinemaScope)—(Color).

EDGE OF THE CITY—John Cassavetes, Sidney Poitier, Kathleen Maguire.

GUN GLORY—Stewart Granger, Rhonda Fleming, Burl Ives—(CinemaScope)—(MetroColor).

HAPPY ROAD, THE—Gene Kelly, Michael Redgrave, Barbara Laage—(Made in France).

HOT SUMMER NIGHT—Leslie Nielsen, Coleen Miller.

IRON PETTICOAT, THE—Bob Hope, Katherine Hepburn—93m.—(Technicolor)—(VistaVision)—(English-made)—(712).

LITTLE HUF, THE—Ava Gardner, Stewart Granger, David Niven—(Color)—(Made in England).

LIVING IDOL, THE—Steve Forrest, Lilliane Montevecchi—(Eastman Color)—(CinemaScope)—(Made in Mexico).

LIZIE—Eleanor Parker, Richard Boone, Joan Blondell, Hugo Haas.

PURPLE HARVEST—Mel Ferrer, Pier Angeli, Leif Erickson—(CinemaScope)—(Color).

RAINTREE COUNTY—Montgomery Clift, Elizabeth Taylor, Eva Marie Saint—(Color)—(CinemaScope 65).

SEVENTH VOW, THE—Eleanor Parker, Bill Travers, George Sanders—(Made in China)—(CinemaScope).

SILK STOCKINGS—Fred Astaire, Cyd Charisse, Janis Paige—(CinemaScope)—(MetroColor).

SLANDER—Van Johnson, Ann Blyth, Steve Cochran.

SOMETHING OF VALUE—Rock Hudson, Dana Wynter, Wendy Hiller—(Made in Africa).

TEN THOUSAND BEDROOMS—Dean Martin, Eva Bartok, Anna Marie Alberghe—(CinemaScope)—(Color).

WINGS OF THE EAGLES, THE—John Wayne, Dan Dailey, Maureen O'Hara—(Color).

ANYTHING GOES—MUC—Bing Crosby, Donald O'Connor, Mitzl Gaynor, Jeanne Marie—Highly entertaining musical—106m.—see Jan. 25 issue Page 4090—(Color by Technicolor)—(VistaVision). (5513)

BIRDS AND THE BEES, THE—C—George Gobel, Miltzie Gaynor, David Niven—Gobel screen debut should aid moderate comedy—94m.—see April 4 issue Page 4130—Leg.: B—(Technicolor)—(VistaVision). (5515)

COURT JESTER, THE—CMU—Danny Kaye, Glynis Johns, Basil Rathbone—Highly humorous entertainment—101m.—see Feb. 8 issue Page 4098—(Color by Technicolor)—(Vista-Vision). (5512)

LEATHER SAINT, THE—D—Paul Douglas, John Derek, Cesar Romero—Interesting entry—86m.—see May 30 issue Page 4166—(VistaVision). (5521)

LUCY GALLANT—ROMD—Jane Wyman, Charlton Heston, Claire Trevor, Thelma Ritter—Interesting and well-made entry—104m.—see Oct. 19 issue Page 4046—(Technicolor)—(VistaVision). (5504)

MAN WHO KNEW TOO MUCH, THE—MD—James Stewart, Doris Day, Brenda deBanzie—High rating Hitchcock thriller—120m.—see May 2 issue Page 4150—(Technicolor)—(VistaVision). (5520)

MOUNTAIN, THE—D—Spencer Tracy, Robert Wagner, Claire Trevor—High rating suspense drama—105m.—see Oct. 3 issue Page 4231—(VistaVision)—(Technicolor)—(Made in France). (5603)

PARDNERS—C—Dean Martin, Jerry Lewis, Lori Nelson—Amusing spoof of western yarns has names, laughs, and music to sell—88m.—see Aug. 22 issue Page 4205—(Technicolor)—(VistaVision). (5523)

PROUD AND PROFANE, THE—D—William Holden, Deborah Kerr, Thelma Ritter—High rating drama—113m.—see May 30 issue Page 4166—(VistaVision). (5524)

SCARLET HOUR, THE—MD—Carol Ohmart, Tom Tyron, Jody Lawrence—Satisfactory programmer introduces new faces—93m.—see April 18 issue Page 4135—(VistaVision). (5514)

SEARCH FOR BRIDEY MURPHY—D—Terese Wright, Louis Hayward, Nancy Gates—Exploitation item for the program—84m.—see Oct. 17 issue Page 4237—Leg.: B—(VistaVision). (5602)

TEN COMMANDMENTS, THE—HISD—Charlton Heston, Anne Baxter, Yul Brynner—One of the top entertainments of all time—219m.—see Oct. 17 issue Page 4237—(VistaVision)—(Technicolor).

THAT CERTAIN FEELING—C—Bob Hope, Eva Marie Saint, George Sanders, Pearl Bailey—High rating Bob Hope comedy—103m.—see June 13 issue Page 4174—Leg.: B—(Technicolor)—(VistaVision). (5522)

VAGABOND KING, THE—MU—Kathryn Grayson, Oreste, Rita Moreno—Average Film musical will need plenty of help—88m.—see Sept. 5 issue Page 4215—(Technicolor)—(VistaVision). (5601)

WAR AND PEACE—D—Audrey Hepburn, Henry Fonda, Mel Ferrer, Vittorio Gassman—Filmization of outstanding literary work rates high on all counts—208m.—see Sept. 5 issue Page 4215—(Technicolor)—(VistaVision)—(Filmed in Italy). (5625)

TO BE REVIEWED OR IN PRODUCTION

BEAU JAMES—Bob Hope, Paul Douglas, George Jessel—(VistaVision).

BUSTER KEATON STORY, THE—Donald O'Connor—(Vista-Vision).

DELICATE DELINQUENT, THE—Jerry Lewis, Darren McGavin—(VistaVision).

FEAR STRIKES OUT—Anthony Perkins, Karl Malden, Norma Moore—(VistaVision). (5607)

FLAMENCA—Carmen Sevilla, Richard Kiley—(Color)—(VistaVision)—(Made in Spain).

FUNNY FACE—Audrey Hepburn, Fred Astaire, Kay Thompson—(Technicolor)—(VistaVision)—(Made in France).

GUNFIGHT AT THE OK CORRAL—Burt Lancaster, Kirk Douglas—(Technicolor)—(VistaVision).

HOLLYWOOD OR BUST—Dean Martin, Jerry Lewis, Pat Crowley. (5605)

JOKER, THE—Frank Sinatra, Mitzl Gaynor, Jeanne Crain.

LONELY MAN, THE—Jack Palance, Anthony Perkins, Elaine Aiken.

OMAR KHAYYAM—Cornel Wilde, Michael Rennie, Debra Paget—(Technicolor)—(VistaVision).

RAINMAKER, THE—Katharine Hepburn, Burt Lancaster—(Technicolor)—(VistaVision). (5606)

TIN STAR, THE—Henry Fonda, Anthony Perkins, Betsy Palmer.

THREE VIOLENT PEOPLE—Charlton Heston, Anne Baxter, Gilbert Roland, Tom Tryon—(Technicolor)—(Vista-Vision). (5604)

RKO

(1954-55 releases from 501;
1955-56 releases from 601)

BACK FROM ETERNITY—MD—Robert Ryan, Anita Ekberg, Rod Steiger—Satisfactory dramatic entry will benefit from name draw—97m.—see Sept. 19 issue Page 4227—(703).

BIG SKY, THE—MD—Kirk Douglas, Dewey Martin, Elizabeth Thraatt—Frontier meller reissue can be sold—140m.—see May 16 issue Page 4158. (662)

BEYOND A REASONABLE DOUBT—MD—Dana Andrews, Joan Fontaine, Sidney Blackmer—Fairly interesting program meller—80m.—see Sept. 19 issue Page 4227.

BOLD AND THE BRAVE, THE—D—Wendell Corey, Mickey Rooney, Nicole Maurey—Highly entertaining entry—90m.—see April 4 issue Page 4130—(Superscope). (612)

BRAIN MACHINE, THE—MD—Patrick Barr, Elizabeth Allen—Import meller for the lower half—82m.—see Feb. 22 issue Page 4110—(English-made). (609)

BRAVE ONE, THE—Michel Ray—Highly attractive entry of a boy and his unusual pet—100m.—see Oct. 3 issue Page 4231—(CinemaScope)—(Technicolor)—(Filmed in Mexico). (706)

CASH ON DELIVERY—F—Shelley Winters, John Gregson, Peggy Cummins—Mediocre programmer—82m.—see Jan. 25 issue Page 4091—Leg.: B—(English-made). (607)

CITIZEN KANE—D—Orson Welles, Buddy Swan, Joseph Cotton—Reissue is one of the screen's masterpieces—119m.—see July 11 issue Page 4185. (665)

CONQUEROR, THE—MD—John Wayne, Susan Hayward, Pedro Armendariz, Agnes Moorehead—Action meller has angles for better returns—111m.—see March 7 issue Page 4117—Leg.: B—(Color by Technicolor)—(CinemaScope). (610)

DEATH OF A SCOUNDREL—D—George Sanders, Yvonne DeCarlo, Victor Jory—Interesting drama has names and exploitable story values—119m.—see Nov. 14 issue Page 4250. (707)

FINGER OF GUILT—MD—Richard Basehart, Mary Murphy, Constance Cummings—Okay dualler—84m.—see Oct. 17 issue Page 4238—(English-made). (705)

FIRST TRAVELING SALES LADY, THE—C—Ginger Rogers, Barry Nelson, Carol Channing—Moderate, light-hearted offering has good name values—92m.—see Sept. 5 issue Page 4206—(Print by Technicolor). (701)

FLYING LEATHERNECKS—MD—John Wayne, Robert Ryan, Janis Carter—War show reissue should do okay—102m.—see Sept. 5 issue Page 4215—(Technicolor). (761)

GLORY—MD—Margaret O'Brien, Walter Brennan, Charlotte Greenwood—Good programmer has angles—10m.—see Jan. 25 issue Page 4091—(Technicolor)—(Superscope). (605)

GREAT DAY IN THE MORNING—OD—Virginia Mayo, Robert Stack, Ruth Roman—Outdoor action entry has angles—92m.—see May 30 issue Page 4167—Leg.: B—(Technicolor)—(SuperScope). (613)

I WALKED WITH A ZOMBIE—MD—James Ellison, Frances Dee, Tom Conway—Reissue okay for exploitation spots—69m.—see July 11 issue Page 4185. (666)

KING KONG—MD—Fay Wray, Robert Armstrong, Bruce Cabot—Reissue is smash spectacle—100m.—see July 11 issue Page 4186. (664)

LUSTY MEN, THE—ACD—Susan Hayward, Robert Mitchum, Arthur Kennedy—Reissue of interesting rodeo action drama has names to help—113m.—see May 30 issue Page 4167. (663)

MURDER ON APPROVAL—MYMD—Tom Conway, Delphi Lawrence—Lower half filler—70m.—see May 16 issue Page 4158—(English-made). (614)

ONE MINUTE TO ZERO—MD—Robert Mitchum, Ann Blyth—Reissue of Korean war story has names to help—105m.—see Feb. 22 issue Page 4111. (661)

POSTMARK FOR DANGER—MD—Terry Moore, Robert Beatty—Scotland Yard yarn is okay for duallers—79m.—see Feb. 8 issue Page 4098—(English-made) (606)

SLIGHTLY SCARLET—MD—John Payne, Arlene Dahl, Rhonda Fleming—Program entry has angles—99m.—see Feb. 22 issue Page 4111—Leg.: B—(Technicolor)—(Superscope). (608)

TENSION AT TABLE ROCK—OD—Richard Egan, Dorothy Malone, Cameron Mitchell—Tense outdoor drama should have wide appeal—93m.—see Oct. 3 issue Page 4231—(Technicolor). (704)

WAY OUT, THE—MD—Gene Nelson, Mona Freeman, John Bentley—Average programmer—80m.—see April 18 issue Page 4135—(English-made).

WHILE THE CITY SLEEPS—MD—Dana Andrews, Ida Lupino, Rhonda Fleming, George Sanders—Fast-moving, interesting meller—100m.—see May 16 issue Page 4158—Leg.: B. (615)

TO BE REVIEWED OR IN PRODUCTION

BUNDLE OF JOY—Debbie Reynolds, Eddie Fisher, Adolphe Menjou—(Eastman Color). (807)

DAY THEY GAVE BABIES AWAY, THE—Cameron Mitchell, Glynis Johns—(Eastman Color).

ESCAPADE IN JAPAN—Teresa Wright, Cameron Mitchell—(Color)—(Made in Japan).

GIRL MOST LIKELY, THE—Jane Powell, Kaye Ballard, Tommy Noonan, Cliff Robertson—(Eastman Color).

I MARRIED A WOMAN—George Gobel, Diana Dors, Jessie Royce Landis.

JET PILOT—John Wayne, Janet Leigh, J. C. Flippen—119m.—(Technicolor)—(CinemaScope).

LADY AND THE PROWLER, THE—Diana Dors, Rod Stelger, Tom Tryon—(Color).

MAN IN THE VAULT—Anita Ekberg, William Campbell, Karen Sharpe—73m.

PUBLIC PIGEON NO. 1—Red Skelton, Vivian Blaine, Janet Blair—(Color)—79m.

RUN OF THE ARROW—Rod Stelger, Sarita Montiel—(Eastman Color).

SILKEN AFFAIR, THE—David Niven, Genevieve Page, Beatrice Straight—(English-made)—96m.

THAT NIGHT—John Beal, Augusta Dobbyn, Shepperd Strudwick.

YOUNG STRANGER, THE—James MacArthur, Kim Hunter, James Daly.

Republic

(1954-55 releases from 5400;
1955-56 releases from 5500)

CIRCUS GIRL—MD—Kristina Soderbaum—Lower half filler—88m.—see Sept. 5 issue Page 4216—(Color)—(Made in Germany, Ceylon, and India). (5506)

COME NEXT SPRING—D—Ann Sheridan, Steve Cochran, Walter Brennan—Names will help form story, particularly in rural situations—92m.—see Feb. 8 issue Page 4098—(Trucolor). (5505)

CROSS CHANNEL—MD—Wayne Morris, Yvonne Furneaux, Arnold Marle—Average programmer—61m.—see Dec. 28 issue Page 4078—(English-made). (5441)

DAKOTA INCIDENT—OD—Linda Dornell, Dale Robertson, John Lund—Good programmer—88m.—see Aug. 8 issue Page 4197—(Trucolor). (5510)

DANIEL BOONE, TRAIL BLAZER—W—Bruce Bennett, Lon Chaney, Faron Young—Mediocre western for lower half—76m.—see Oct. 31 issue Page 4243—(Trucolor). (5513)

DOCTOR AT SEA—CD—Dirk Bogarde, Brigitte Bardot—Fair English import—92m.—see Feb. 22 issue Page 4111—Leg.: B—(Color by Technicolor)—(Made in England)—(Rank). (5504)

FIGHTING CHANCE, THE—MD—Rod Cameron, Julie London, Ben Cooper—Far the lower half—70m.—see Dec. 14 issue Page 4070. (5532)

FLAME OF THE ISLANDS—MD—Yvonne DeCarlo, Zachary Scott, Howard Duff—Okay programmer—90m.—see Dec. 24 issue Page 4070—Leg.: B—(Trucolor). (5502)

GREEN BUDDHA, THE—MD—Wayne Marris, Mary Germaine, Marcia Ashton—For the lower half—61m.—see Dec. 14 issue Page 4071—(English-made). (5439)

HIDDEN GUNS—W—Bruce Bennett, Richard Arlen, John Carradine—Fair western—66m.—see March 21 issue Page 4122. (5534)

JAGUAR—MD—Sabu, Chlqulta, Barton MacLaine—Average dualler—66m.—see April 18 issue Page 4135. (5531)

LISBON—MD—Ray Milland, Maureen O'Hara, Claude Rains—Entertaining meller—90m.—see Aug. 8 issue Page 4198—Leg.: B—(Trucolor)—(Naturama)—(Filmed in Portugal). (5512)

MAGIC FIRE—DMU—Yvonne De Carlo, Rita Gam, Valentina Cortese, Alan Badel—For class and art spots—94m.—see May 2 issue Page 4150—(Trucolor). (5503)

MAVERICK QUEEN, THE—OMD—Barbara Stanwyck, Barry Sullivan, Scott Brady—New process helps okay western—92m.—see May 2 issue Page 4151—(Trucolor)—(Naturama). (5509)

MYSTERY OF THE BLACK JUNGLE—MD—Lex Barker, Jane Maxwell, Paul Muller—For the lower half—72m.—see Dec. 14 issue Page 4071. (5442)

NO MAN'S WOMAN—MD—Marie Windsor, John Archer, Patric Knowles—Okay programmer—70m.—see Dec. 14 issue Page 4071—Leg.: B. (5445)

SECRET VENTURE—MD—Kent Taylor, Jane Hylton, Kathleen Byron—Lower half entry—68m.—see Dec. 14 issue Page 4071—(English-made). (5443)

SCANDAL, INC.—MD—Robert Hutton, Patricia Wright, Paul Richards—Topical program meller can be exploited—79m.—see Nov. 28 issue Page 4258. (5514)

STRANGE ADVENTURE, A—MD—Joan Evans, Ben Cooper, Marla English—Far the lower half—70m.—see Oct. 31 issue Page 4243—Leg.: B. (5537)

STRANGER AT MY DOOR—OD—Macdonald Carey, Patricia Medina, Skip Homeier—Interesting outdoor drama has action and offbeat appeal—87m.—see April 18 issue Page 4135. (5507)

TERROR AT MIDNIGHT—MD—Scott Brady, Joan Vohs, Frank Faylen—Routine programmer—70m.—see May 16 issue Page 4158. (5536)

THUNDER OVER ARIZONA—W—Skip Homeier, Kristine Miller—Okay supporting feature—75m.—see Sept. 5 issue Page 4216—(Trucolor)—(Naturama). (5511)

TRACK THE MAN DOWN—MD—Kent Taylor, Petula Clark, Renee Houston—Okay dualler—75m.—see June 13 issue Page 4174—(English-made). (5533)

WHEN GANGLAND STRIKES—MD—Raymond Greenleaf, Marije Millar, John Hudson—For the lower half—70m.—see March 7 issue Page 4118. (5535)

ZANZABUKU—DOC—Interesting documentary on African wildlife—64m.—see May 16 issue Page 4159—(Trucolor)—(Filmed in Africa). (5508)

TO BE REVIEWED OR IN PRODUCTION

ABOVE US THE WAVES—John Mills, John Gregson, Donald Sinden—(Rank)—92m. (5601)

ACCUSED OF MURDER—David Brian, Vera Ralston, Sydney Blackmer—(Trucolor)—(Naturama)—74m. (5504)

AFFAIR IN RENO—John Lund, Doris Singleton, John Archer—(Naturama).

CONGRESS DANCES, THE—Rudolf Prack, Johanna Matz—(Trucolor)—(CinemaScope).

DURANGO GUNFIGHTER—Anna Maria Alberghetti, Ben Cooper—(Naturama).

HELL'S CROSSROADS—Stephen McNally, Peggie Castle—(Naturama).

IN OLD VIENNA—Heinz Roettinger, Robert Killick—(Trucolor)—(German-made).

MAN IS ARMED, THE—Dane Clark, May Wynn, William Talman—70m. (5538)

SPOILERS OF THE FOREST—Rod Cameron, Vera Ralston—(Naturama)—(Trucolor).

TEARS FOR SIMON—David Farrar, David Knight, Julia Arnall—(Trucolor).

WOMAN'S DEVOTION, A—Ralph Meeker, Janice Rule, Paul Henreid—(Trucolor)—88m. (5602)

Trans-Lux

DANCE LITTLE LADY—DMU—Terence Morgan, Mal Zetterling—Imported ballet drama is slow gaining, even for art spots—87m.—see Feb. 8 issue Page 4100—(Eastman Color)—(English-made)—(Minter).

LA STRADA—D—Anthony Quinn, Richard Basehart, Giulietta Masina—One of the better Italian imports—115m.—see Aug. 22 issue Page 4206—Leg.: B—(Italian-made)—(English titles).

LOVERS AND LOLLIPOPS—ROMD—Lori March, Gerald O'Laughlin, Cathy Dunn—Far the art and specialty spots or for the program—80m.—see May 2 issue Page 4155.

TO BE REVIEWED OR IN PRODUCTION

BED OF GRASS—Anna Brazzou—(Made in Greece).

DANGER FLIGHT 931—Dany Robin, Dieter Barsche, Simone Renant—(Darvey).

20th Century-Fox

(1953 releases from 501; 1956 releases from 601)

ABDULLAH'S HAREM—D—Gregory Ratoff, Kay Kendall, Sydney Chaplin—Off-beat entry for program—88m.—Leg.: B—(Technicolor)—(Made in Egypt)—see June 27 issue Page 4182. (613)

BAREFOOT BATTALION—D—Marla Costi, Nicos Fermas—Realistic offering may appeal to art or Greek spots—63m.—see July 25 issue Page 4190—(Greek-made)—(English titles). (617)

BEST THINGS IN LIFE ARE FREE, THE—MU—Gordon MacRae, Dan Dailey, Sheree North—Highly entertaining musical—104m.—see Oct. 3 issue Page 4234—(CinemaScope)—(Color by DeLuxe). (625)

BETWEEN HEAVEN AND HELL—MD—Robert Wagner, Terry Moore, Broderick Crawford—Interesting war entry—94m.—see Oct. 17 issue Page 4238—(CinemaScope)—(Color by DeLuxe).

BIGGER THAN LIFE—D—James Mason, Barbara Rush, Walter Matthau—Exploitable drama—95m.—see Aug. 8 issue Page 4198—(Color by DeLuxe)—(CinemaScope). (620)

BOTTOM OF THE BOTTLE, THE—MD—Van Johnson, Joseph Cotton, Ruth Roman—Names will have to carry sermon against drink—88m.—see Feb. 8 issue Page 4098—(Color by DeLuxe)—(CinemaScope). (602)

BUFFALO BILL—ACD—Joel McCrea, Maureen O'Hara, Linda Darnell—High rating reissue—92m.—see July 25 issue Page 4190. (662)

BUS STOP—C—Marilyn Monroe, Dan Murray, Arthur O'Connell—Highly entertaining comedy is loaded with laughs, name value, and headed for top grosses—95m.—see Aug. 22 issue Page 4206—Leg.: B—(Color by DeLuxe)—(CinemaScope). (618)

CAROUSEL—MU—Gordon MacRae, Shirley Jones, Cameron Mitchell—High rating entertainment—128m.—see March 7 issue Page 4118—(Color by DeLuxe)—(CinemaScope 55). (604)

CRASH DIVE—MD—Tyronne Power, Anne Baxter, Dana Andrews—Sock service show reissue—105m.—see Aug. 8 issue Page 4198. (665)

D-DAY THE SIXTH OF JUNE—D—Robert Taylor, Richard Todd, Dana Wynter—Excellent love story with war background—106m.—see June 13 issue Page 4175—Leg.: B—(Color by DeLuxe)—(CinemaScope). (612)

DESPERADOS ARE IN TOWN, THE—W—Robert Arthur, Kathy Nolan, Rhys Williams—Okay western—73m.—see Nov. 28 issue Page 4258—(Regalscope). (626)

HALLS OF MONTEZUMA—AD—Richard Widmark, Jack Palance, Reginald Gardner—Better war film reissue—112m.—see Aug. 8 issue Page 4198. (664)

HILDA CRANE—D—Jean Simmons, Guy Madisan, Jean Pierre Aumont, Judith Evelyn—Depends upon women's draw—87m.—see May 16 issue Page 4159—Leg.: B—(Technicolor)—(CinemaScope). (611)

KING AND I, THE—DMU—Deborah Kerr, Yul Brynner, Rita Moreno—Superlative screen treatment of hit musical—133m.—see July 11 issue Page 4186—(Color by DeLuxe)—(CinemaScope-55). (615)

LAST WAGON, THE—Richard Widmark, Felicia Farr, Susan Kohner—High rating adventure drama—99m.—see Sept. 5 issue Page 4216—(Color by DeLuxe)—(CinemaScope). (619)

LIEUTENANT WORE SKIRTS, THE—C—Tom Ewell, Sheree North, Rita Moreno—Highly amusing comedy—99m.—see Jan. 11 issue Page 4086—Leg.: B—(Color by DeLuxe)—(CinemaScope). (601)

LOVE ME TENDER—OMDMU—Richard Egan, Debra Paget, Elvis Presley—Presley name should make this a box-office winner—89m.—see Nov. 28 issue Page 4258—(CinemaScope)—Leg.: B. (624)

MAN IN THE GRAY FLANNEL SUIT, THE—D—Gregory Peck, Jennifer Jones, Fredric March, Marisa Pavan—High rating entry—152m.—see April 4 issue Page 4130—(Color by DeLuxe)—(CinemaScope). (606)

MAN WHO NEVER WAS, THE—MD—Clifton Webb, Gloria Grahame, Robert Fleming—Highly interesting suspense drama—103m.—see Feb. 22 issue Page 4111—(Color by DeLuxe)—(CinemaScope).

MASSACRE—MD—Dane Clark, James Craig, Marta Roth—Lower half filler—76m.—see June 13 issue Page 4175—(Ansa Color)—(Made in Mexico). (614)

MOHAWK—MD—Scott Brady, Rita Gam, Neville Brand—Okay programmer—79m.—see April 4 issue Page 4131—(Eastman Color). (609)

OKLAHOMA!—MU—Gordon MacRae, Shirley Jones, Gene Nelson—High rating entertainment—143m.—see Nov. 14 issue Page 4251—(Technicolor)—(CinemaScope)—(Magna). (630)

ON THE THRESHOLD OF SPACE—ACD—Guy Madison, Virginia Leith, John Hodiak—Authentic space research entry has angles to sell—96m.—see March 7 issue Page 4118—(Color by DeLuxe)—(CinemaScope). (605)

PROUD ONES, THE—OD—Robert Ryan, Virginia Mayo, Jeffrey Hunter—Well-made outdoor show packs plenty for action fans and western devotees—94m.—see May 30 issue Page 4167—(Color by DeLuxe)—(CinemaScope). (610)

QUEEN OF BABYLON, THE—COSMD—Rhonda Fleming, Ricardo Montalban, Roldano Lupi—Import for exploitation and specialty spots—98m.—see Aug. 8 issue Page 4198—Leg.: B—(Technicolor)—(Italian-made)—(English dialogue). (616)

RAINS OF RANCHIPUR, THE—D—Lana Turner, Richard Burton, Fred MacMurray, Michael Rennie, Eugenie Leontovich—Well-made spectacle has names and angles—104m.—see Dec. 28 issue Page 4079—(Color by DeLuxe)—(CinemaScope). (529)

RAWHIDE—W—Tyronne Power, Susan Hayward, Hugh Marlowe—Reissue of well-made outdoor show has names to help—86m.—see July 25 issue Page 4191. (663)

REBECCA—D—Laurence Olivier, Joan Fontaine, George Sanders, Judith Anderson—Hitchcock version of mystery best-seller should do okay as reissue—129m.—see Sept. 5 issue Page 4216—(Selznick).

REVOLT OF MAMIE STOVER, THE—ROMD—Jane Russell, Richard Egan, Agnes Moorehead—Colorful drama has provocative theme and exploitable angles—92m.—see May 16 issue Page 4159—Leg.: B—(Color by DeLuxe)—(CinemaScope). (608)

STAGECOACH TO FURY—W—Forrest Tucker, Mari Blanchard, Wallace Ford—Good western for the duallers—76m.—see Oct. 17 issue Page 4238—(Regalscope).

TEENAGE REBEL—D—Ginger Rogers, Michael Rennie, Mildred Natwick—Interesting mother-daughter story should have family appeal—94m.—see Nov. 14 issue Page 4251—(CinemaScope)—Leg.: B. (622)

THIRD MAN, THE—MYMD—Joseph Cotten, Valli, Orson Welles—Reissue is excellent film of its type—104m.—see Oct. 31 issue Page 4243. (667)

23 PACES TO BAKER STREET—MYD—Van Johnson, Vera Miles, Cecil Parker—Good suspense entry should benefit from extra selling—103m.—see May 30 issue Page 4167—(Color by DeLuxe)—(CinemaScope)—(Made in England). (607)

TO BE REVIEWED OR IN PRODUCTION

ANASTASIA—Ingrid Bergman, Helen Hayes, Yul Brynner, Akim Tamiroff—(Color)—(CinemaScope)—(Made in Europe).

BEAUTIFUL BUT DANGEROUS—Gina Lollobrigida, Vittorio Gassman, Robert Alda, Anne Vernon—(EastmanColor)—(Made in Italy).

BLACK WHIP—Hugh Marlowe, Coleen Gray, Struther Martin—(CinemaScope).

BOY ON A DOLPHIN—Clifton Webb, Alan Ladd, Sophia Loren—(Color)—(CinemaScope 55)—(Made in Italy).

CONQUEST—Ray Milland, Anthony Quinn, Debra Paget—(CinemaScope)—(DeLuxe Color)—(Made in Mexico).

GIRL CAN'T HELP IT, THE—Tom Ewell, Jayne Mansfield, (CinemaScope)—(Color by DeLuxe).

HEAVEN KNOWS MR. ALLISON—Deborah Kerr, Robert Mitchum—(Color by DeLuxe)—(CinemaScope)—(Made in British West Indies).

ISLAND IN THE SUN—James Mason, Joan Fontaine, Dorothy Dandridge—(CinemaScope)—(DeLuxe Color).

MAN FROM ABILENE—Scott Brady, Mala Powers, Bill Williams.

OASIS—Michele Morgan, Cornell Borchers—(CinemaScope)—(Made in Euroae).

OH, MENI OH, WOMEN!—Dan Dailey, Ginger Rogers, David Niven—(CinemaScope)—(DeLuxe Color).

SEAWIFE—Richard Burton, Joan Collins—(Color)—(CinemaScope)—(Made in Jamaica).

THREE BRAVE MEN—Ray Milland, Ernest Borgnine, Dione Jergens—(CinemaScope).

TRUE STORY OF JESSE JAMES, THE—Robert Wagner, Jeffrey Hunter, Hape Lange—(Color)—(CinemaScope).

WOMEN OF PITCAIRN ISLAND—James Craig, John Smith, Lynn Bari, Arleen Whelan—(CinemaScope).

United Artists

ALEXANDER THE GREAT—BID—Richard Burtan, Fredric March, Claire Bloom—Lavish spectacle has angles—141m.—see April 4 issue Page 4131—(Technicolor)—(CinemaScope)—(Rossen).

AMBASSADOR'S DAUGHTER, THE—C—Olivia de Havilland, John Forsythe, Myrna Loy, Adolph Menjou—Suave farce for the class spots—102m.—see July 25 issue Page 4191—(Technicolor)—(CinemaScope)—(Made in France)—(Krasna).

AROUND THE WORLD IN 80 DAYS—CMFD—David Niven, Cantinflas, Robert Newton, Shirley MacLaine—Fabulous entertainment—173m.—see Oct. 31 issue Page 4243—(Eastman Color; print by Technicolor)—(Todd-A-O).

ATTACK—D—Jack Palance, Eddie Albert, William Smithers—Powerful war film should stimulate favorable word of mouth and turnstile activity—107m.—see Sept. 5 issue Page 4217—(Aldrich).

BANDIDO—MD—Robert Mitchum, Ursula Thiess, Gilbert Roland, Zachary Scott—Large scale action film of Mexican revolution—92m.—see Aug. 22 issue Page 4206—Leg.: B—(Color by DeLuxe)—(CinemaScope)—(Made in Mexico)—(Jacks).

BEAST OF HOLLOW MOUNTAIN, THE—MD—Guy Madison, Patricia Medina, Eduardo Noriega—Outdoor offering lends itself to exploitation—79m.—see Aug. 22 issue Page 4206—(Color by DeLuxe)—(CinemaScope)—(Made in Mexico)—(Nassour).

BLACK SLEEP, THE—MD—Basil Rathbone, Akim Tamiroff, Lan Chaney—Horror entry has exploitation possibilities—81m.—see June 13 issue Page 4175—(Bel-Air).

BOSS, THE—MD—John Payne, William Bishop, Gloria McGehee—Interesting program entry—89m.—see Sept. 5 issue Page 4217—(Seltzer).

BROKEN STAR, THE—W—Howard Duff, Lita Baron, Bill Williams—Okay western far program—82m.—see Feb. 22 issue Page 4112—(Bel-Air).

COMANCHE—OD—Dana Andrews, Kent Smith, Linda Cristal—Indian-cavalry saga will please action fans—88m.—see March 21 issue Page 4122—(Color by DeLuxe)—(CinemaScope)—(Krueger).

CREeping UNKNOWN, THE—SFD—Brian Donlevy, Margia Dean, Jack Warner—Lower half entry—78m.—see June 27 issue Page 4182—(English-made)—(Hinds).

CRIME AGAINST JOE—MYMD—John Bromfield, Julie London—Satisfactory mystery for the lower half—69m.—see March 21 issue Page 4123—(Bel Air).

EMERGENCY HOSPITAL—D—Margaret Lindsay, Walter Reed, Byran Palmer—Effective programmer—62m.—see April 18 issue Page 4135—(Bel-Air).

FLIGHT TO HONG KONG—MD—Rory Calhoun, Barbara Rush, Dolores Donlon—Far the lower half—88m.—see Oct. 3 issue Page 4234—Leg: B—(Sabre).

FOREIGN INTRIGUE—ACD—Robert Mitchum, Genevieve Page—Well made action entry has good boxoffice potential—100m.—see May 16 issue Page 4168—(Eastman Color)—(Made in Europe)—(DRM).

GHOST TOWN—W—Kent Taylor, John Smith, Marlan Carr—For the lower half—75m.—see Dec. 28 issue Page 4079—(Sunrise).

GUN BROTHERS—MD—Buster Crabbe, Ann Robinson, Neville Brand—Western meller for the lower half—79m.—see Sept. 5 issue Page 4217—(Grant).

GUN THE MAN DOWN—W—James Arness, Angie Dickinson, Robert Wilke—For the lower half—78m.—see Nov. 28 issue Page 4258—(Morrison-McLaglen).

HEIDI AND PETER—D—Cute entry far younger trade—89m.—see Dec. 14 issue Page 4071—(Swiss-made)—(English-dubbed)—(Praesens).

HIGH NOON—W—Gary Cooper, Thomas Mitchell, Grace Kelly—Names will help reissue—87m.—see June 13 issue Page 4175—(Kramer).

HOT CARS—MD—John Bromfield, Joi Lansing, Mark Dana—Lower half filler—60m.—see Aug. 22 issue Page 4206—Leg.: B—(Bel-Air).

HUK!—MD—George Montgomery, Mona Freeman, John Baer—Okay action film—84m.—see Aug. 8 issue Page 4199—(Eastman Color)—(Made In the Philippines)—(Collier Young).

INDIAN FIGHTER, THE—OMD—Kirk Douglas, Elsa Martinelli—Action packed entry should do okay—88m.—see Dec. 28 issue Page 4079—Leg.: B—(Print by Technicolor)—(CinemaScope)—(Bryna).

JOHNNY CONCHO—OD—Frank Sinatra, Keenan Wynn, Phyllis Kirk—Off-beat western should benefit from Sinatra name—84m.—see July 11 issue Page 4186—(Kent).

KILLER IS LOOSE, THE—MD—Joseph Cotten, Rhonda Fleming, Wendell Corey—Good programmer has names to help—73m.—see Feb. 8 issue Page 4099—(Crown).

KILLING, THE—MD—Sterling Hayden, Coleen Gray, Marie Winsor—Tightly constructed crime story has interesting documentary flavor—83m.—see May 30 issue Page 4168—Leg.: B—(Harris-Kubrick).

KISS BEFORE DYING, A—MD—Robert Wagner, Jeffrey Hunter, Virginia Leith—Melodrama has shack value for adult audiences—94m.—see June 13 issue Page 4175—Leg.: B—(Color by DeLuxe)—(CinemaScope)—(Crown).

LET'S MAKE UP—MU—Errol Flynn, Anna Neagle, David Farrar—Confused musical romance may benefit from Flynn name—72m.—see Jan. 25 issue Page 4091—(Eastman Color)—(English-made)—(Wilcox).

MAN FROM DEL RIO—W—Anthony Quinn, Katy Jurado, Peter Whitney—Well conceived western should please wide variety of patrons—82m.—see Oct. 17 issue—Page 4239—(Jacks).

MAN WITH THE GOLDEN ARM, THE—D—Frank Sinatra, Eleanor Parker, Kim Navak—Off-beat drama on narcotics theme is packed with power—119m.—see Dec. 28 issue Page 4079—Leg.: B—(Preminger).

MANFISH—MD—John Bromfield, Lon Chaney, Jr., Victor Jory—Fair lower half entry—76m.—see Feb. 22 issue Page 4112—(Leg.: B—(Color by DeLuxe)—(Wilder).

NIGHTMARE—MYMD—Edward G. Robinson, Kevin McCarthy, Connie Russell—Satisfactory program entry—89m.—see May 30 issue Page 4168—Leg.: B—(Pine-Thomas).

PATTERNS—D—Van Heflin, Everett Slaane, Ed Begley, Beatrice Straight—Absorbing drama of corporate intrigue will appeal most to class audiences—83m.—see March 21 issue Page 4123—(Harris-Meyerberg).

PEACEMAKER, THE—W—James Mitchell, Rosemarie Bowe, Jan Merlin—Religious western for dualers, small towns—81m.—see Nov. 14 issue Page 4251—(Makelim).

QUINCANNON, FRONTIER SCOUT—OMD—Tony Martin, Peggie Castle, John Bromfield—Average programmer has some angles—83m.—see May 2 issue Page 4151—(Color by DeLuxe)—(Bel-Air).

REBEL IN TOWN—OD—John Payne, Ruth Roman, J. Carroll Naish—Okay off-beat entry for the program—78m.—see July 11 issue Page 4186—(Bel-Air).

RUN FOR THE SUN—MD—Richard Widmark, Trevor Howard, Jane Greer—Program meller—98m.—see Aug. 8 issue Page 4199—(Technicolor)—(Superscope 235)—(Made in Mexico)—(Russ-Field).

RUNNING TARGET—OD—Doris Dowling, Arthur Franz, Richard Reeves—Far the lower half—83m.—see Nov. 28 issue Page 4259—(DeLuxe Color)—(Canyon).

SHADOW OF FEAR—D—Mona Freeman, Jean Kent, Maxwell Reed—Okay programmer—76m.—see June 13 issue Page 4176—(English-made)—(Leeds).

SHARKFIGHTERS, THE—D—Victor Mature, Karen Steele, Philip Coolidge—Okay programmer holds interest—73m.—see Oct. 31 issue Page 4244—(CinemaScope; Technicolor)—(Samuel Goldwyn, Jr.).

SINS OF THE BORGHIAS—HISD—Martine Carol, Pedro Armendariz—Best suited for exploitation spots—97m.—see May 16 issue Page 4160—Leg.: C—(Technicolor)—(Frenchmade)—(Dubbed in English)—(Aldart).

STAR OF INDIA—COSMD—Cornel Wilde, Jean Wallace—Fair programmer has some angles—84m.—see May 16 issue Page 4159—(Technicolor)—(Made in Europe)—(Stross).

STORM FEAR—MD—Cornel Wilde, Dan Duryea, Jean Wallace—Okay programmer—88m.—see Dec. 28 issue Page 4080—(Theodora).

THREE BAD SISTERS—D—Marla English, Kathleen Hughes, Sara Shane, John Bromfield—Far the lower half—76m.—see Jan. 25 issue Page 4091—Leg.: B—(Bel-Air).

UNMISTAKABLE—MD—Mark Stevens, Felicia Farr, King Calder—Well made, interesting meller—82m.—see Feb. 8 issue Page 4099—(Stevens).

TOP GUN—W—Sterling Hayden, William Bishop, Karen Booth—Okay action entry far lower half—73m.—see Dec. 14 issue Page 4072—(Fame).

TRAPEZE—D—Burt Lancaster, Gina Lollobrigida, Tony Curtis—High rating entry—105m.—see May 30 issue Page 4168—Leg.: B—(Color by DeLuxe)—(CinemaScope)—(Made in Europe)—(Hecht-Lancaster).

UNIDENTIFIED FLYING OBJECTS—DOC—Interesting and exploitable documentary—92m.—see May 16 issue Page 4160—(Black and white with some color sequences)—(Greene).

TO BE REVIEWED OR IN PRODUCTION

BACHELOR PARTY, THE—Don Murray, E. G. Marshall, Carolyn Jones—(Hecht-Lancaster).

BIG BOODLE, THE—Errol Flynn, Rosanna Rory—(Made in Cuba)—(Blumberg).

BIG CAPER, THE—Rory Calhoun, Mary Costa—(Pine-Thomas).

BRASS LEGEND, THE—Hugh O'Brian, Nancy Gates, Raymond Burr—(Goldstein).

BUCKSKIN LADY, THE—Patricia Medina, Richard Denning, Gerald Mohr—(Bishop-Hittleman).

CRIME OF PASSION—Barbara Stanwyck, Sterling Hayden—(Goldstein).

DANCE WITH ME HENRY—Bud Abbott, Lou Costello—(B. G.).

DRANGO—Jeff Chandler, Joanne Dru—(Earlmar).

ENEMY FROM SPACE—Brian Danlevy, Sidney James, John Longden—(Hinds).

FIVE STEPS TO TERROR—Ruth Roman, Sterling Hayden—(Grand).

FOUR BOYS AND A GUN—William Hinnant, Diana Herbert—(Security)—Leg.: B.

GIRL IN THE BLACK STOCKINGS, THE—Lex Barker, Anne Bancroft, Mamie Van Doren—(Bel-Air).

HALLIDAY BRAND, THE—Joseph Cotton, Viveca Linfors, Betsy Blair—(Collier Young).

HIDDEN FEAR—John Payne, Conrad Nagel, Natalie Norwick—(Made in Denmark)—(St. Aubrey-Kohn).

HIS FATHER'S GUN—Dane Clark, Ben Cooper, Lori Nelson—(Bel-Air).

JUNGLE HEAT—Lex Barker, Mari Blanchard—(Made in Hawaii)—(Bel-Air).

KING AND FOUR QUEENS, THE—Clark Gable, Eleanor Parker—(Color by DeLuxe)—(CinemaScope)—(Russ-Field).

KRAKEN, THE—Tim Holt, Audrey Dalton, Hans Conreid—(Levy-Gardner-Laven).

LADY OF VENGEANCE—Dennis O'Keefe—(Balaban)—(English-made).

MEN IN WAR—Robert Ryan, Aldo Ray—(Security).

MONTE CARLO STORY, THE—Marlene Dietrich, Vittorio De Sica, Arthur O'Connell—(Technicolor)—(Anamorphoscope)—(Made in Monaco)—(Titanus).

PHARAOH'S CURSE—Mark Dana, Ziva Shapir, Diane Brewster—(Bel Air).

PISTOLERO—Jack Palance—(Philip Waxman).

PRIDE AND THE PASSION, THE—Cary Grant, Frank Sinatra, Sophia Loren—(Technicolor)—(VistaVision)—(Made in Spain)—(Kramer).

REVOLT AT FORT LARAMIE—John Dehner, Frances Helm, Gregg Palmer—(CinemaScope)—(Technicolor)—(Bel-Air).

RIDE BACK, THE—Anthony Quinn, Lita Milan—(Associates & Aldrich).

SAVAGE PRINCESS—Dilip Kumar, Nimmi—(Indian-made)—(Print by Technicolor)—(Mehboob).

SPRING REUNION—Dana Andrews, Betty Hutton—(Bryna).

STREET OF SINNERS—George Montgomery, Geraldine Brooks—(Security).

SWEET SMELL OF SUCCESS, THE—Burt Lancaster, Tony Curtis, Susan Harrison—(Hecht-Lancaster).

TIGER BY THE TAIL—Larry Parks, Constance Smith—(Canyon).

TO A SHOWDOWN—John Derek, John Smith, Carolyn Craig—(Goldstein).

TOMAHAWK TRAIL—Chuck Connors, Susan Cummings, John Smith—(Bel Air).

TRIAL OF BENJIE GALT, THE—Sterling Hayden, Darryl Hickman, Peter Miller—(Grand).

TROOPER HOOK—Joel McCrea, Barbara Stanwyck—(Fielding).

12 ANGRY MEN—Henry Fonda, Lee J. Cobb—(Orion-Nova).

VOODOO ISLAND—Boris Karloff, Beverly Tyler, Murvyn Vye—(Bel-Air)—(Made in Hawaii).

WAR DRUMS—Lex Barker, Joan Tyler, Ben Johnson—(Color)—(Bel Air).

WILD PARTY, THE—Anthony Quinn, Arthur Franz, Carol Ohmart—(Security)—Leg.: B.

Universal-International

(1954-55 releases from 501;
1955-56 releases from 5601;
1956-57 releases from 5701)

AWAY ALL BOATS—MD—Jeff Chandler, George Nader, Julie Adams, Lex Barker—Bestseller filmization should hit the spot—114m.—see May 16 issue Page 4160—(Technicolor)—(VistaVision). (5626)

BACKLASH—OD—Richard Widmark, Donna Reed, William Campbell—Names will help outdoor drama—82m.—see March 7 issue Page 4119—(Technicolor). (5616)

BEHIND THE HIGH WALL—MD—Tom Tully, Sylvia Sydney, Betty Lynn—Different prison yarn for program—85m.—see June 13 issue Page 4176. (5629)

BENNY GOODMAN STORY, THE—BIDMU—Steve Allen, Donna Reed—Highly entertaining musical—116m.—see Dec. 28 issue Page 4080—(Technicolor). (5611)

CONGO CROSSING—MD—Virginia Mayo, George Nader, Peter Lorre—Actionful programmer—85m.—see June 13 issue Page 4176—(Technicolor). (5623)

CREATURE WALKS AMONG US, THE—MD—Jeff Morrow, Rex Reason, Leigh Snowden—Okay addition to the series—78m.—see March 21 issue Page 4123. (5617)

CURUCU, BEAST OF THE AMAZON—MD—John Bromfield, Beverly Garland, Tom Payne—Exploitation programmer—76m.—see Nov. 14 issue Page 4251—(Eastman Color)—(Filmed in Brazil)—Leg.: B. (5703)

DAY OF FURY, A—W—Dale Roberstan, Mara Carday, Jock Mahoney—Fair western—78m.—see May 2 issue Page 4151—(Print by Technicolor). (5619)

EDGE OF HELL—D—Huga Haas, Francesca De Scaffa—Far the lower half or the art and specialty spots—78m.—see July 25 issue Page 4191. (5633)

EVERYTHING BUT THE TRUTH—C—Maureen O'Hara, John Forsythe, Tim Hovey—Pleasant family divertisement—83m.—see Nov. 14 issue Page 4251—(Eastman Color). (5704)

FRANCIS IN THE HAUNTED HOUSE—C—Mickey Rooney, Virginia Welles, Paul Cavanagh—Okay series entry—80m.—see July 25 issue Page 4191. (5625)

GREAT MAN, THE—D—Jose Ferrer, Dean Jagger, Julie London—Highly interesting drama—92m.—see Nov. 28 issue Page 4259. (5708)

I'VE LIVED BEFORE—D—Jack Mahoney, Leigh Snowden, Ann Harding—For the lower half—82m.—see July 25 issue Page 4191. (5632)

KANSAS RAIDERS—W—Aujie Murphy, Brian Donlevy, Marguerite Chapman—Reissue of outdoor action show should do okay—80m.—see May 16 issue Page 4160—(Technicolor). (5688)

KETTLES IN THE OZARKS, THE—C—Marjorie Main, Arthur Hunnicutt, Una Merkel—Latest series offering will please fans—81m.—see March 7 issue Page 4119. (5615)

KILLERS, THE—MD—Burt Lancaster, Ava Gardner, Edmond O'Brien—Reissue has the angles—101m.—see Sept. 19 issue Page 4227. (5781)

LARCENY—MD—John Payne, Joan Caulfield, Dan Duryea, Shelley Winters—Good meller reissue—89m.—see July 25 issue Page 4192. (5685)

LIGHT TOUCH, THE—See Touch and Go

MOLE PEOPLE, THE—SFMD—John Agar, Cynthia Patrick, Hugh Beaumont—Exploitation programmer—78m.—see Nov. 14 issue Page 4252. (5702)

NEVER SAY GOODBYE—ROMD—Rock Hudson, Cornell Borchers, George Sanders—Will find favor with the femmes—86m.—see Feb. 22 issue Page 4112—(Print by Technicolor). (5613)

OUTSIDE THE LAW—MD—Ray Danton, Leigh Snowden, Grant Williams—Okay programmer—80m.—see April 18 issue Page 4136. (5621)

PILLARS OF THE SKY—MD—Jeff Chandler, Dorothy Malone, Ward Bond—Cavalry versus Indians has angles and possibilities—95m.—see Aug. 8 issue Page 4199—(Print by Technicolor)—(CinemaScope). (5630)

PRICE OF FEAR, THE—MD—Merle Oberon, Lex Barker—Average meller—79m.—see March 21 issue Page 4123. (5618)

RAW EDGE—W—Rory Calhoun, Yvonne de Carlo, Mara Corday, Rex Reason—Okay western—76m.—see July 25 issue Page 4192—Leg.: B—(Print by Technicolor). (5628)

RAWHIDE YEARS, THE—OMD—Tony Curtis, Coleen Miller, Arthur Kennedy—Action entry entertains—85m.—see May 30 issue Page 4169—(Print by Technicolor). (5622)

RED SUNDOWN—W—Rory Calhoun, Martha Hyer, Dean Jagger—Good western—81m.—see Feb. 22 issue—Page 4112—(Print by Technicolor). (5614)

ROCK, PRETTY BABY—DMU—Sal Mineo, John Saron, Luana Patten—Juveniles should be real "gone" on this one—89m.—see Nov. 28 issue Page 4259. (5707)

SHAKEDOWN—MD—Howard Duff, Brian Donlevy, Peggy Daw—Meller reissue has names to help—80m.—see July 25 issue Page 4192. (5686)

SHOWDOWN AT ABILENE—W—Jock Mahoney, Martha Hyer, Lyle Bettger—Good western—80m.—see Aug. 22 issue Page 4206—Leg.: B—(Print by Technicolor). (5631)

SIMON AND LAURA—C—Peter Finch, Kay Kendall—Far the art and specialty spots and some programs—91m.—see July 11 issue Page 4186—Leg.: B—(Color by Technicolor)—(VistaVision)—(English-made). (5682)

SLEEPING CITY, THE—MD—Richard Conte, Colleen Gray, Richard Taber—Reissue is good meller—84m.—see Sept. 19 issue Page 4227. (5782)

SPOILERS, THE—MD—Jeff Chandler, Anne Baxter, Rory Calhoun—Names will help interesting outdoor meller—84m.—see Dec. 14 issue Page 4072—(Technicolor). (5607)

SQUARE JUNGLE, THE—D—Tony Curtis, Pat Crowley, Ernest Borgnine—Interesting program entry—86m.—see Dec. 14 issue Page 4072. (5608)

STAR IN THE DUST—W—John Agar, Mamie VanDoren, Richard Baane—Good western—80m.—see May 16 issue Page 4160—(Print by Technicolor). (5620)

TAP ROOTS—D—Van Heflin, Susan Hayward, Boris Karloff—Names should help reissue—109m.—see May 16 issue Page 4161—(Technicolor). (5687)

TARANTULA—MD—John Agar, Mara Corday, Lea G. Carroll—Good horror exploitation item—80m.—see Nov. 16 issue Page 4063. (5605)

THERE'S ALWAYS TOMORROW—D—Barbara Stanwyck, Fred MacMurray, Jaan Bennett—Drama has names, angles to help—84m.—see Jan. 25 issue Page 4091. (5610)

TOUCH AND GO (The Light Touch)—CD—Jack Hawkins, Margaret Johnston—Superior impart—85m.—see April 18 issue Page 4136—(English-made). (5681)

TOY TIGER—C—Jeff Chandler, Laraine Day, Tim Hovey—Amusing comedy far family trade—88m.—see May 2 issue Page 4151—(Print by Technicolor). (5624)

UNGUARDED MOMENT, THE—D—Esther Williams, George Nader, Edward Andrews—Interesting suspense drama—95m.—see Sept. 5 issue Page 4217—(Print by Technicolor). (5701)

WALK THE PROUD LAND—W—Audie Murphy, Anne Bancroft, Pat Crowley—Interesting entry—88m.—see July 25 issue Page 4192—(Print by Technicolor)—(CinemaScope). (5627)

WORLD IN MY CORNER—D—Audie Murphy, Barbara Rush, Jeff Morrow—Satisfactory fight drama should please action fans—82m.—see Feb. 8 issue Page 4099. (5612)

WRITTEN ON THE WIND—D—Rock Hudson, Lauren Bacall, Robert Stack—Entry for adults has lots of selling angles—99m.—see Oct. 3 issue Page 4234—(Technicolor). (5705)

TO BE REVIEWED OR IN PRODUCTION

BATTLE HYMN—Rock Hudson, Dan Duryea, Martha Hyer—(Technicolor)—(CinemaScope). (5712)

DEADLY MANTIS, THE—Craig Stevens, Alix Talton.

EYES OF FATHER TOMASINO—Tany Curtis, Gilbert Roland—Marisa Pavan—(CinemaScope).

FOUR GIRLS IN TOWN—George Nader, Julie Adams, Marianne Cook—(Technicolor)—(CinemaScope). (5706)

GUN FOR A COWARD—Fred MacMurray, Jeffrey Hunter, Janice Rule—(CinemaScope)—(Eastman Color). (5711)

INCREDIBLE SHRINKING MAN—Grant Williams, Randy Stuart. (5715)

INTERLUDE—June Allyson, Rossano Brazzi—(CinemaScope)—(Technicolor)—(Made in Germany).

ISTANBUL—Errol Flynn, Cornell Borchers—(Technicolor)—(CinemaScope). (5709)

JOE BUTTERFLY—Audie Murphy, George Nader, Burgess Meredith, Keenan Wynn—(Technicolor)—(CinemaScope)—(Made in Japan).

JOE DAKOTA—Jack Mahoney, Luana Patten—(Color).

KELLY AND ME—Van Johnson, Piper Laurie—(Technicolor)—(CinemaScope). (5714)

LAND UNKNOWN, THE—Jock Mahoney, Shawn Smith—(CinemaScope).

MAN AFRAID—George Nader, Tim Hovey, Phyllis Thaxter—(CinemaScope).

MAN OF A THOUSAND FACES, THE—James Cagney, Dorothy Malone, Jane Greer.

MISTER CORY—Tony Curtis, Mortha Hyer—(Eastman Color) (CinemaScope). (5713)
 NIGHT PASSAGE—James Stewart, Audie Murphy, Dan Duryea, Dianne Foster—(Technirama).
 NIGHT RUNNER, THE—Ray Danton, Colleen Miller, Merry Anders. (5710)
 PAY THE DEVIL—Jeff Chandler, Orson Welles, Colleen Miller—(CinemaScope).
 QUANTEZ—Fred MacMurray, Dorothy Malone—(Technicolor)—(CinemaScope).
 TAMMY—Debbie Reynolds, Leslie Nielsen—(Technicolor)—(CinemaScope).
 TATTERED DRESS, THE—Jeff Chandler, Jeanne Crain, Jack Carson, Elaine Stewart—(CinemaScope). (5716)

Warners

(1955-56 releases from 501;
 1956-57 releases from 601)

AMAZON TRADER, THE—OD—John Sutton, Maria Fernanda—Interesting addition to the program—41m.—see Sept. 5 issue Page 4220—(WarnerColor). (4910)
 ANIMAL WORLD, THE—DOC—Irwin Allen nature documentary—Interesting novelty—82m.—see April 18 issue Page 4136—(Technicolor). (520)
 AS LONG AS YOU'RE NEAR ME—D—O. W. Fischer, Maria Schell, Brigitte Hornay—Slow moving import will appeal most to women—101m.—see June 27 issue Page 4182—(German-made)—(Dubbed in English). (519)
 BAD SEED, THE—D—Nancy Kelly, Patty McCormack, Henry Jones—Superior off-beat drama for discriminating audiences—129m.—see Sept. 5 issue Page 4199. (603)
 BURNING HILLS, THE—W—Tab Hunter, Natalie Wood, Skip Homeier—Good outdoor action meller—92m.—see Sept. 5 issue Page 4200—(WarnerColor)—(CinemaScope). (601)
 COURT MARTIAL OF BILLY MITCHELL, THE—D—Gary Cooper, Charles Bickford, Ralph Bellamy—High rating presentation—100m.—see Dec. 14 issue Page 4072—(WarnerColor)—(CinemaScope). (507)
 CRY IN THE NIGHT, A—MD—Edmond O'Brien, Brian Donlevy, Natalie Wood—Average meller for the dwellers 75m.—see Sept. 5 issue Page 4220 (602)
 DALLAS—W—Gary Cooper, Ruth Roman, Steve Cochran—Good western reissue—94m.—see May 30 issue Page 4169. (522)
 DISTANT DRUMS—MD—Gary Cooper, Marl Aldon—Reissue should do okay—101m.—see May 30 issue—Page 4169. (523)
 GIANT—D—Elizabeth Taylor, Rock Hudson, James Dean—This is a giant of a picture—198m.—see Oct. 17 issue Page 4239—(WarnerColor). (606)
 GIRL HE LEFT BEHIND, THE—CD—Tab Hunter, Natalie Wood, Jessie Royce Landis—Highly amusing entry—103m.—see Nov. 14 issue Page 4252—Leg.: B. (605)
 GOODBYE, MY LADY—Walter Brennan, Phil Harris, Brandon de Wilde—Hartwarming tales for the family trade—95m.—see May 2 issue Page 4152. (517)
 HELEN OF TROY—COSMD—Rosanna Podesta, Jack Sernas, Sir Cedric Hradwicke—Spectacle will need plenty of selling—115m.—see Dec. 28 issue Page 4080—(WarnerColor)—(CinemaScope)—(Made in Italy). (510)
 HELL ON FRISCO BAY—MD—Alan Ladd, Edward G. Robinson, Joanne Dru—Entry has action and names to help—98m.—see Dec. 28 issue Page 4081—(WarnerColor)—(CinemaScope). (509)
 LIFE OF EMILE ZOLA, THE—D—Paul Muni, Gale Sondergaard, Joseph Schildkraut—Names should help class reissue—116m.—see Jan. 11 issue Page 4087. (550)
 LONE RANGER, THE—W—Clayton Moore, Jay Silverheels, Bonita Granville—Well-made action entry has angles—86m.—see Jan. 11 issue Page 4087—(WarnerColor). (511)
 MIRACLE IN THE RAIN—D—Jane Wyman, Van Johnson, Peggie Castle—Heart touching drama for femmes—107m.—see Feb. 8 issue Page 4099. (512)
 MOBY DICK—D—Gregory Peck, Richard Basehart, Leo Genn—Filmization of famous literary work is impressive and has great potential—116m.—see July 11 issue Page 4187—(Color by Technicolor)—(Made in England). (521)
 OUR MISS BROOKS—C—Eve Arden, Gale Gordon—Mediocre screen treatment of TV series—85m.—see Feb. 22 issue Page 4112. (515)
 RIVER CHANGES, THE—MD—Rosanna Rory, Harald Maresch—Off-beat import for art spots or regulation playoff—91m.—see Feb. 22 issue Page 4113—(Made in Germany)—(Dubbed in English). (513)
 SANTIAGO—AD—Alan Ladd, Rosanna Podesta, Lloyd Nolan—Action spots should welcome new Ladd entry—93m.—see June 27 issue Page 4182—(WarnerColor). (524)
 SATELLITE IN THE SKY—SFD—Kieron Moore, Lois Maxwell, Donald Wolfitt—Science-fiction entry has angles—85m.—see June 27 issue Page 4182—(WarnerColor)—(CinemaScope). (525)
 SEARCHERS, THE—OD—John Wayne, Jeffrey Hunter, Vera Miles—Okay, big-scale western—119m.—see March 21 issue Page 4124—(Technicolor)—(VistaVision). (518)
 SERENADE—DMU—Mario Lanza, Joan Fontaine, Vincent Price—High class musical drama should click in all spots—122m.—see March 21 issue Page 4123—(WarnerColor). (516)
 SEVEN MEN FROM NOW—W—Randolph Scott, Gail Russell, Lee Marvin—Good western for program—78m.—see July 25 issue Page 4192—(WarnerColor). (526)
 STEEL JUNGLE, THE—MD—Perry Lopez, Beverly Garland, Walter Abel—Okay prison action film for dwellers—86m.—see March 7 issue Page 4119. (514)
 TOWARD THE UNKNOWN—AD—William Holden, Lloyd Nolan, Virginia Leith—Well made and timely offering should register strongly at boxoffice—115m.—see Oct. 3 issue Page 4234—(WarnerColor). (604)

FACE IN THE CROWD, A—Andy Griffith, Patricia Neal.
 LAFAYETTE ESCADRILLE—Tab Hunter, Etchika Choureau, J. Carroll Naish.
 MELVILLE GOODWIN, U. S. A.—Susan Hayward, Kirk Douglas, Paul Stewart.
 OLD MAN AND THE SEA, THE—Spencer Tracy—(Warner Color)—(CinemaScope)—(Made in Cuba).
 SHOOT OUT AT MEDICINE BEND—Randolph Scott, James Craig, Dani Crayne.
 SLEEPING PRINCE, THE—Marilyn Monroe, Laurence Olivier, Dame Sybil Thorndyke—(Technicolor)—(Made in England).
 SPIRIT OF ST. LOUIS, THE—James Stewart—(Warner Color)—(CinemaScope).
 STORY OF MANKIND, THE—Ronald Colman, Hedy Lamarr, Charles Coburn.
 TOP SECRET AFFAIR—Susan Hayward, Kirk Douglas, Paul Stewart.
 WRONG MAN, THE—Henry Fonda, Vera Miles.

HIS EXCELLENCY—D—Eric Portman, Cecil Parker—Okay drama for the art houses—84m.—see Feb. 22 issue Page 4113—(Brenner).
 IS YOUR HONEYMOON REALLY NECESSARY—C—Diana Dors—Pleasing bedroom farce—70m.—see Oct. 31 issue Page 4244—(English-made)—(Brenner).
 KID FOR TWO FARTHINGS, A—D—Diana Dors—Good entry for art spots—91m.—see May 16 issue Page 4161—(Technicolor)—(Lopert).
 RICHARD III—D—Sir Laurence Olivier, Sir John Gielgud, Claire Bloom, Sir Ralph Richardson, Sir Cedric Hardwicke—High rating entry for art and specialty spots—155m.—see March 21 issue Page 4124—(Technicolor)—(VistaVision)—(Lopert).
 THEY WHO DARE—MD—Dirk Bogarde, Akim Tamiroff—Interesting war entry—101m.—see Jan. 25 issue Page 4092—(Technicolor)—(Famous).

Foreign-Made

(Distributors' addresses will be furnished on request)
 ALONE IN THE STREETS—D—Exploitable quality entry for the art spots—80m.—see Feb. 8 issue Page 4100—(Italian-made)—(English titles)—(Carroll).
 BORIS GODUNOV—OPD—Operatic import for art and specialty houses—108m.—see Feb. 22 issue Page 4113—(Magicolor)—(Russian-made)—(English titles)—(Artkino).
 BULLFIGHT—COMP—Exciting documentary for art and specialty spots—75m.—see Aug. 8 issue Page 4200—(Janus).
 CONFLICT—D—Programmer for art spots where Russian films are used—95m.—see Feb. 8 issue Page 4101—(Sovcolor)—(Russian made)—(English titles)—(Artkino).
 DIABOLIQUE—MYD—Well made and highly suspenseful import—107m.—Page 4073—Leg.: B—(French-made)—(English titles)—(UMPO).
 DOCTORS, THE—D—Raymond Pellegrin—Good entry for art spots—92m.—see Oct. 31 issue Page 4244—(French-made)—(English titles)—(Union; Kingsley-Int.).
 ETERNAL LOVE—D—For German language houses—95m.—see Feb. 8 issue Page 4101—(Eastman Color)—(German-made)—(English titles)—(Casino).
 EVIL FOREST, THE—D—For the art spots and possible special showings—76½m.—see July 25 issue Page 4193—(Spanish-made)—(Dubbed in English)—Studio Films).
 FOR DO'S SAKE—D—Import for the art and German language houses—88m.—see Feb. 22 issue Page 4113 issue Page 4101—(German-made)—(English titles)—(Grand Prize).
 FORESTER'S DAUGHTER, THE—CDMU—Amusing entry for German language houses—103m.—see Feb. 8 issue Page 4101—(German-made)—(English titles)—(Casino).
 FRENCH CAN CAN—MU—Jean Gabin—Interesting import—93m.—see Oct. 31 issue Page 4244—(French-made)—(English titles)—(Technicolor)—(United Motion Picture Organization).
 FRUITS OF SUMMER—C—Edwige Feuillere—Amusing comedy for art spots—102m.—see July 25 issue Page 4193—Leg.: C—(French-made)—(English titles)—(Ellis).
 INSIDE A GIRLS' DORMITORY—CMD—Jean Marais, Francoise Arnoul—Amusing French who-done-it—100m.—see Nov. 14 issue Page 4252—(French-made)—(English titles)—(Ellis).
 LEGENDS OF ANIKA—D—Art house filler—85m.—see June 13 issue Page 4177—(Yugoslavian-made)—(English titles)—(Grand Prize).
 LETTERS FROM MY WINDMILL—CD—Henri Vilbert—Entertaining Marcel Pagnol import for art and specialty houses—118m.—see Jan. 11 issue Page 4087—Leg.: C—(French-made)—(English titles)—(Tohan).
 MARCELINO—D—Pablito Calvo—Interesting, charming import—90m.—see Oct. 31 issue Page 4245—(Spanish-made; English titles)—(UMPO).
 MELODY BEYOND LOVE—D—Satisfactory romantic import for German-language houses—95m.—see Feb. 8 issue Page 4101—(German-made)—(English titles)—(Grand Prize).
 MY SEVEN LITTLE SINS—C—Maurice Chevalier—Cute, amusing import for art, specialty spots—98m.—see July 25 issue Page 4193—Leg.: B—(Ferranacolor)—(A French-Italian Production)—(English titles)—(Kingsley International).
 NAKED NIGHT, THE—D—Good import for the art spots—82m.—see Feb. 8 issue Page 4101—Leg.: C—(Swedish-made)—(English titles)—(Times).
 ONE STEP TO ETERNITY—D—Corinne Calvet, Michel Auclair, Danielle Darrieux—Names may help in art spots—94½m.—see Dec. 14 issue Page 4074—(French-made)—(English titles and narration)—(Ellis).
 PHANTOM HORSE, THE—Well-made import—90m.—see Sept. 5 issue Page 4220—(Eastman Color)—(Japanese-made)—(English titles)—(Edward Harrison).
 PICASSO—DOC—Top documentary for art houses—50m.—see Jan. 11 issue Page 4087—(Ferranacolor)—(French and Italian made)—(English narration)—(Van Wolf-API).
 PROUD AND THE BEAUTIFUL, THE—D—Michele Morgan, Gerard Philipe—Off-beat import of the realistic school is strictly for art spots—93m.—see Aug. 8 issue Page 4200—Leg.: B—(French-made)—(English titles)—(Filmed in Mexico)—(Kingsley-International).
 RIFIFI—MD—Jean Servais—High rating import could go into some conventional spots as well as art houses—116m.—see Aug. 8 issue Page 4200—Leg.: B—(French-made)—(English titles)—(UMPO).
 ROSANNA—D—Rosanna Podesta—For the art and specialty houses—72m.—see July 25 issue Page 4193—Leg.: C—(Italian-made)—(Dubbed in English)—(Jacon).

Miscellaneous

(Distributors' addresses will be furnished on request)
 BAGDAD AFTER MIDNIGHT—BUR—For exploitation, burlesque spots—60m.—see Oct. 31 issue Page 4245—(Sonney).
 BRIDE OF THE MONSTER—MD—Bela Lugosi—Mediocre lower half filler—67m.—see Feb. 8 issue Page 4102—(Realart).
 CODE OF THE UNDERWORLD—MD—John Heath, Neil Hamilton, Esther Minciotti—Mediocre lower half filler—68m.—see April 18 issue Page 4137—(M. C. Pictures).
 CROWDED PARADISE—D—Hume Cronyn, Nancy Kelly—Well-made drama—94m.—see July 25 issue Page 4194 filmed in Puerto Rico)—(Tudor).
 DANCE HALL RACKET—MD—Produced by George Weiss; directed by Phil Tucker—For the lower half of indiscriminating exploitation spots—62m.—see Oct. 3 issue Page 4235—(Weiss).
 DEMENTIA—MD—Adrienne Barrett, Bruno Ve Sota—Exploitation entry, suited for particular situations only—55m.—see Jan. 25 issue Page 4092—(Van Wolf-API).
 FLESH MERCHANT, THE—MD—Fast buck stuff for exploitation spots—59m.—see Sept. 19 issue Page 4227—(Sonney).
 GODZILLA, KING OF THE MONSTERS—MD—Raymond Burr—Good exploitation item—80m.—see May 16 issue Page 4161—(Partly Japanese-made)—(English narration and dialogue)—(Embassy).
 ISLAND OF ALLAH—DOC—Interesting documentary-type drama—61m.—see July 25 issue Page 4194—(Color)—(Filmed in Arabia)—(Brenner).
 KENTUCKY RIFLE—W—Chill Wills, Lance Fuller, Cathy Downs—Average western has angles—82m.—see Aug. 8 issue Page 4201—(Pathe Color)—(Wide Screen)—(Howco).
 LIVING NORTH, THE—DOC—Fine documentary drama for audiences of all ages—74m.—see Feb. 8 issue Page 4102—(Made in Lapland)—(Arlan).
 MOBS, INC.—MD—Reed Hadley, Marjorie Reynolds—Routine programmer—78½m.—see March 21 issue Page 4125—(Premier).
 OKLAHOMA!—MU—Gordon MacRae, Shirley Jones, Charlotte Greenwood—High rating entertainment—143m.—see Oct. 19 issue Page 4051—Leg.: B—(Eastman Color)—(Todd-AO)—(Magna-Todd-AO).
 ONE WAY TICKET TO HELL—MD—Fair exploitable programmer on dope use for action houses—65m.—see Dec. 28 issue Page 4081—(Eden).
 SILENT FEAR—D—Andrea King—Lower half entry—66m.—see Feb. 8 issue Page 4103—(Gibraltar).
 SPELL OF THE HYPNOTIST—MD—Eric Fleming, Nancy Malone—Lower half programmer has exploitation angles—78m.—see Sept. 5 issue Page 4221—(Exploitation Productions).
 SWAMP WOMEN—MD—Marie Windsor, Touch Connors, Beverly Garland—Strictly for the exploitation spots—72m.—see April 18 issue Page 4137—(Pathe Color)—(Wide Vision)—(Woolner).
 UNTAMED MISTRESS—NOV—Lower half exploitation subject—70m.—see Oct. 31 issue Page 4245—(Color)—(Ron Armond Ent.).
 VIOLENT YEARS, THE—MD—Jean Moorehead, Barbara Weeks, Glen Corbett—Lower half fare for exploitation spots—61m.—see Oct. 17 issue Page 4239—(Phoenix).
 WALK THE DARK STREET—MD—Chuck Connors, Don Ross, Regina Gleason—Routine lower half entry—74m.—see Oct. 31 issue Page 4245—(Dominant).
 WETBACKS—MD—Lloyd Bridges, Nancy Gates, Barton MacLane—Bottom half entry—88m.—see Oct. 31 issue Page 4246—(Color)—(Gibraltar).
 WIRETAPPER—MD—Bill Williams—Programmer has better angles for some spots—80m.—see Feb. 8 issue Page 4103—(Embassy).

English Films

(Distributors' addresses will be furnished on request)
 ALIAS JOHN PRESTON—D—Betta St. John, Alexander Knox—Average programmer—71m.—see Dec. 14 issue Page 4073—(Associated Artists).
 ANGEL WHO PAWNED HER HARP, THE—FAN—Felix Aylmer, Diane Cilento—Entertaining entry—73m.—see Feb. 8 issue Page 4100—(Dominant).
 BLACK RIDER, THE—MD—Lower half filler—66m.—see June 13 issue Page 4176—(National Telefilm).
 FIRE MAIDENS OF OUTER SPACE—SFD—Anthony Dexter, Susan Shaw, Paul Carpenter—For lower half of exploitation spots only—68m.—see June 27 issue Page 4183—(English-made)—(Saturn).
 FORBIDDEN CARGO—MD—Satisfactory programmer—83m.—see June 13 issue Page 4176—(Jacon).

TO BE REVIEWED OR IN PRODUCTION

BABY DOLL—Karl Malden, Carroll Baker, Eli Wallach.
 BLACK SCORPION—Richard Denning, Maro Cordoy—(Mexican-made).
 BUFFALO GRASS—Alan Ladd, Virginia Mayo, Edmond O'Brien—(WarnerColor).

SAMURAI—ACD—Quality Import for the art spots—93m.—see Dec. 14 issue Page 4074—(Eastman Color)—(Japanese-mode)—(English titles)—(Fine Arts).

SERGEANT'S DAUGHTER, THE—D—Uneven Import for German-language houses—97m.—see Feb. 8 Issue Page 4102—(German-mode)—(English titles)—(Casino).

STRANGE PASSION, THE—D—Arturo De Cordova—Import for the art spots—82m.—see Feb. 8 Issue Page 4102—(Mexican-mode)—(Spanish-language)—(English titles)—(Meadow).

SUICIDE ATTACK—DOC—Interesting Japanese war documentary—64m.—see Feb. 22 Issue Page 4114—(Japanese-made)—(English narration by Poul Dubrow)—(Brenner).

TIGER'S CLAW—D—Inferior Import—74m.—see April 18 issue Page 4136—(Scandinavian-made)—(Dubbed In English)—(Reclart).

TOO BAD SHE'S BAD—C—Sophia Loren, Vittorio de Sica.—Highly amusing Import—95m.—see Jan. 25 Issue Page 4092—Leg. B—(Italian-made)—(English titles)—(Getz-Kingsley).

TREASURE OF BENGAL—MD—Sabu, Lulsa Boni—Low grade filler—82m.—see April 18 Issue Page 4136—(Italian-made)—(Dubbed In English)—(Color)—(Bell).

UMBERTO D.—D.—Superior Import for art houses—89m.—see Nov. 30 Issue Page 4074—Leg. B—(Italian-made)—(English titles)—(Davidson).

UNMARRIED MOTHERS—D—Trite plot about illicit love for exploitation spots—91m.—see March 21 issue Page 4125—(Swedish-made)—(English titles)—(President).

The Shorts Parade

(Ratings: E—Excellent; G—Good; F—Fair; B—Bad. Complete listings of the rest of the 1954-55 shorts product will be found on pages 4254, and 4255 of the Pink Section, another regular service of MOTION PICTURE EXHIBITOR. The number opposite each series designates the total announced by the company.—Ed.)

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
Columbia					
TWO REEL					
COMEDIES					
ALL-STAR (6)					
8411	(Sept. 15)	One Spooky Night (Clyde)	F	16m. 4035	
8412	(Oct. 27)	He Took A Powder (Quillen-Vernon)	F	17m. 4056	
8413	(Nov. 24)	Hook A Crook (Besser)	F	16m. 4074	
8414	(Feb. 23)	Come On Seven (Quillen-Vernon)	F	16 1/2m. 4137	
8415	(Mar. 22)	Army Daze (Besser)	F	16 1/2m. 4137	
8416	(Apr. 26)	Andy Goes Wild (Clyde)	F	17m. 4259	
ASSORTED FAVORITE REPRINTS (6)					
1421	(Sept. 20)	Clunked in the Clink (Vague)	F	16m. 4246	
1422	(Oct. 18)	When the Wife's Away (Hugh Herbert)	F	17m. 4246	
COMEDY FAVORITE RE-RELEASES (6)					
1431	(Oct. 11)	Scooper Dooper (Sterling Holloway)	F	18m. 4246	
CINEMASCOPE MUSICAL TRAVELARKS (Technicolor)					
8441	(Feb. 16)	Wonders of Manhattant	E	16m. 4073	
8442	(Apr. 20)	April in Portugal	E	20m. 4137	
1956-57					
{ Wonder of New Orleans					
{ Wonder of Washington					
SERIALS					
8120	(Sept. 22)	The Sea Hound (reissue)	G	15ep. 4036	
8140	(Jan. 6)	Pearls of the Wilderness	F	15ep. 4103	
8160	(Apr. 21)	The Manster And The Ape (reissue)	F	15ep. 4161	
8180	(Aug. 4)	Blazing The Overland Trail	F	15ep. 4208	
THE THREE STOOGES (3)					
1401	(Sept. 6)	Hot Stuff	F	16m. 4246	
1402	(Oct. 4)	Scheming Schemers	F	16m. 4259	
One Reel					
CANDID MICROPHONES (6)					
1551	(Sept. 20)	Series 3, No. 3	G	10 1/2m. 4256	
CAVALCADE OF BROADWAY (6)					
1951	(Sept. 6)	Cafe Society	G	11m. 4256	
COLOR FAVORITES (15)					
(Technicolor)					
(Reissue)					
1601	(Sept. 6)	Leave Us Chase It	F	6 1/2m. 4247	
1602	(Oct. 4)	Topsy Turkey	F	6 1/2m. 4247	
CINEMASCOPE MAGOOS (10)					
(Technicolor)					
1751	(Sept. 13)	Trail Blazer Magoo	E	6m. 4246	
1752	(Oct. 18)	Magoo's Problem Child	G	6 1/2m. 4246	
MR. MAGOO (4)					
(Technicolor)					
3701	(Oct. 6)	Stage Door Magoo	E	7m. 4057	
CINEMASCOPE CARTOON SPECIALS (Technicolor)					
8511	(Feb. 9)	Gerald McBoing-Boing On Planet Moo	E	7m. 4115	
SCREEN SNAPSHOTS					
8851	(Sept. 22)	Hollywood Bronc Busters	G	9m. 4043	
8852	(Oct. 20)	The Great Al Jolson	F	11m. 4057	
8853	(Nov. 17)	Hollywood Premiere	G	10m. 4084	
8854	(Dec. 15)	Ramblin' Round Hollywood	G	10 1/2m. 4084	
8855	(Jan. 19)	Hollywood Goes A-Fishin'	F	10 1/2m. 4115	
8856	(Feb. 23)	Hollywood Small Fry	F	10m. 4138	
8857	(Mar. 22)	Hollywood City of Stars	F	10m. 4138	
8858	(May 3)	Playtime in Hollywood	G	10 1/2m. 4224	
8859	(June 14)	Mr. Rhythm's Holiday	F	9 1/2m. 4183	
8860	(July 5)	Fabulous Hollywood	G	10 1/2m. 4195	

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
UPA ASSORTED CARTOONS (4)					
(Technicolor)					
8501	(Sept. 8)	Christopher Crumpet's Playmate	E	7m. 4036	
8502	(Dec. 1)	The Rise Of Duten Long	E	6 1/2m. 4082	
8503	(May 31)	The Jaywalker	G	6 1/2m. 4194	
WORLD OF SPORTS (10)					
1801	(Oct. 25)	Asphalt Playground			
MGM					
THREE REEL					
CINEMASCOPE SPECIAL (Eastman Color)					
A-801	(Oct. 5)	The Battle of Gettysburg One Reel	E	30m. 4252	
CINEMASCOPE CARTOONS (Technicolor)					
C-831	(Sept. 7)	Muscle Beach Tom	G	7m. 4203	
C-832	(Sept. 21)	Millionaire Droopy	E	7m. 4208	
C-833	(Oct. 12)	Downbeat Bear	G	7m. 4208	
C-834	(Nov. 16)	Blue Cat Blues		7m.	
C-835	(Dec. 14)	Barbecue Brawl		7m.	
GOLD MEDAL REPRINT CARTOONS (Technical)					
W-861	(Sept. 28)	Polka Dot Puss (T-J)	F	8m. 4236	
W-862	(Oct. 5)	The Bear And the Bean (B-B)	G	7m. 4235	
W-863	(Oct. 26)	Heavenly Puss (T-J)	F	8m. 4235	
W-864	(Nov. 9)	Bad Luck Blackie (T-A)	G	7m. 4260	
W-865	(Nov. 30)	Cueball Cat (T-J)	G	7m. 4260	
W-866	(Dec. 7)	Senor Droopy (D)	G	8m. 4260	
W-867	(Dec. 28)	Little Rural Riding Hood (T-A)	G	6m. 4260	

Paramount					
CARTOON CHAMPION REISSUES (Technicolor) (12)					
1956-57					
S16-1	(Sept. 21)	Mice Meeting You	G	7m. 4235	
S16-2	(Sept. 21)	Sack-A-Bye Kitty	G	7m. 4236	
S16-3	(Sept. 21)	Casper's Spree Under The Sea	E	8m. 4235	
S16-4	(Sept. 21)	One Quack Mind	F	7m. 4235	
S16-5	(Sept. 21)	Mice Paradise	G	7m. 4235	
S16-6	(Sept. 21)	Once Upon A Rhyme	G	8m. 4235	
S16-7	(Sept. 28)	Hold The Lion Please	G	7m. 4235	
S16-8	(Sept. 28)	Land Of Last Watches	G	9m. 4235	
S16-9	(Sept. 28)	Ta Boa Or Not To Boo	G	7m. 4236	
S16-10	(Sept. 28)	As The Crow Lies	F	6m. 4235	
S16-11	(Sept. 28)	Slip Us Some Redskin	G	7m. 4236	
S-16-12	(Sept. 28)	Boo Scout	G	8m. 4235	
CASPER CARTOONS (6)					
(Technicolor)					
B16-1	(Nov. 2)	Fright From Wrong	G	6m. 4256	
GRANTLAND RICE SPORTLIGHTS (6)					
HERMAN AND CATNIP CARTOONS (Technicolor)					
H15-1	(Nov. 25)	Mousieur Herman	G	6m. 4095	
H15-2	(Feb. 24)	Mauseum	G	6m. 4126	
H15-3	(June 29)	Will Do Mousework	G	6m. 4194	
H15-4	(Aug. 10)	Mousetro Herman	G	6m. 4241	
NOVELTOONS (Technical)					
P16-1	(Oct. 19)	Sir Irving And Jeames	G	7m. 4256	
POPEYE CARTOONS (8)					
(Technicolor)					
E16-1	(Oct. 12)	Parlez Vous Woo	G	6m. 4256	
E16-2	(Nov. 16)	I Don't Scare			
SPEAKING OF ANIMALS CHAMPIONS (4)					
(Reissue)					
A15-1	(Sept. 30)	Tain't So	F	10m. 4044	
A15-2	(Sept. 30)	Monkey Shines	G	9m. 4044	
A15-3	(Sept. 30)	Be Kind To Animals	E	8m. 4043	
A15-4	(Sept. 30)	From A to Zoo	E	9m. 4043	
TOPPERS (6)					
M15-1	(Oct. 7)	Three Kisses	E	10m. 4084	
M15-2	(Nov. 11)	Reunion In Paris	G	10m. 4096	
M15-3	(Jan. 27)	Animals a la Carte	F	10m. 4105	
M15-4	(Mar. 9)	There's Gold In Them Thrills	F	10m. 4126	
M15-5	(May 4)	Ups And Downs	G	9m. 4179	
M15-6	(Aug. 24)	Herman Hickman's Football Review	G	10m. 4256	

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
VISTAVISION SPECIALS (Technicolor)					
V15-1	(.....)	Blng Presents Oreste	E	10m. 4126	
V15-2	(June 29)	VistaVision Visits Panama	G	10m. 4187	
V15-3	(Aug. 3)	VistaVision Visits Gibraltar	G	10m. 4240	
V15-4	(Oct. 5)	VistoVision Visits Austria	E	17m. 4252	
RKO					
TWO REEL					
RKO-PATHE SPECIALS					
73101	(Sept. 7)	Alert Today, Alive Tomorrow	E	15 1/2m. 4239	
73102	((Oct. 12)	Born To Fight	F	15m. 4260	
73103	(Nov. 16)	Alaska Life Boat		21m.	
SPORT SPECIALS (2)					
73901	(Dec. 7)	Football Highlights			
73801	(Apr. 12)	Basketball Highlights			
One Reel					
SCREENLINERS					
74201	(Sept. 14)	The Dikes	G	10m. 4240	
74202	(Oct. 12)	The Lonely Guardian	F	11m. 4260	
74203	(Nov. 9)	Struggle In The North	G	10m. 4260	
SPORTSCOPES (13)					
74301	(Aug. 3)	Aqua Babes	G	9m. 4224	
74302	(Aug. 31)	Ice Climbers	G	8m. 4240	
74304	(Sept. 28)	Canoeman's Holiday	F	8m. 4247	
74304	(Oct. 26)	Big Blue Goose	F	8m. 4260	
74305	(Nov. 23)	High Dive Kids			
WALT DISNEY CLASSIC CARTOON REISSUES (18)					
(Technical)					
74101	(Aug. 3)	The Hockey Champ	E	7m. 4208	
74102	(Aug. 24)	Pluto at the Zoo	G	8m. 4211	
74103	(Sept. 14)	Donald's Tire Trouble	E	7m. 4247	
74104	(Otc. 5)	The Purlained Pup	G	7m. 4247	
74105	(Oct. 26)	Bill Posters	G	8m. 4252	
74106	(Nov. 16)	Pluto's Playmate	E	8m. 4256	
74107	(Dec. 7)	Danald's Snow Fight		7m.	
74108	(Dec. 28)	Society Dog Show			
WILDLIFE ALBUM (2)					
(Technical)					
73001	(Nov. 23)	World In A Marsh	G	22m. 4259	
Republic					
SERIALS (4)					
(Reissue)					
(.....)		Dick Tracy's G-Men	G	15ep. 4041	
5583	(.....)	Manhunt Of Mystery Island (Reissue)	F	15ep. 4075	
5584	(Apr. 16)	Adventures Of Frank And Jesse James	G	13ep. 4114	
(.....)		King of the Rocket Men (Reissue)	G	12ep. 4208	
5682	(Oct. 15)	Federal Operator 99 (Reissue)	G	12ep. 4246	
20th Century-Fox					
ONE REEL					
CINEMASCOPE (Color)					
7601	(Jan.)	Lody Of The Golden Door (DeLuxe)	G	9m. 4131	
7602	(Mar.)	A Thoroughbred Is Born (DeLuxe)	G	9m. 4155	
7603	(Feb.)	Adventure in Capri (DeLuxe)	F	9m. 4155	
7604	(July)	Pigskin Pewees (DeLuxe)	G	9m. 4224	
7605	(May)	Hunters Of The Sea (DeLuxe)	E	9m. 4194	
7606	(Aug.)	Honeymoon Paradise (DeLuxe)	F	9m. 4224	
7607	(June)	Cowboys Of The Maremma (DeLuxe)	F	9m. 4224	
TWO REEL					
CINEMASCOPE COLOR SPECIALS					
7608	(Apr.)	Land Of The Bible (DeLuxe Color)	E	18m. 4114	
7609	(June)	Dark Wave (Technicolor)	E	23m. 4177	
One Reel					
CINEMASCOPE TERRYTOONS (Technicolor)					
1955-56					
5631	(Jan.)	Park Avenue Pussycat	G	7m. 4138	
5632	(Feb.)	Uranium Blues	G	7m. 4155	
5633	(Mar.)	Good Deed Daly In Scouts To The Rescue	F	7m. 4163	

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Contains entries for Oceans Of Love, Lucky Dog, Clancy The Bull In Police Dogged, The Brave Little Brave, Good Deed Daly In Cloak And Stagger.

TERRYTOONS (Technicolor)

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Contains entries for The Clockmaker's Dog, Heckle And Jeckle In Miami Maniacs, Hep Mother Hubbard, Terry Bears In Baffling Bunnies.

TERRYTONE TOPPER REISSUES (Technicolor)

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Contains entries for The Wolf's Pardon, Felix The Fox, The Lyin' Lion, Paint Pot Symphony, The Kitten Sitter, Flying Cups And Saucers, One Note Tony, Mystery In the Moonlight.

Universal-International

Two Reel SPECIAL

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Contains entries for A Time Out Of War, Ralph Marterie And His Orchestra, Melodies By Martin, Lionel Hampton And Herb Jeffries, Tennessee Plowboy, Around The World Review, The Mills Brothers On Parade, Cool And Groovy, Rhythms With Rusty, Mirth And Melody, Bright And Breezy, Mr. Black Magic.

SPECIAL CINEMASCOPE FEATURETTES (Technicolor)

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Contains entries for Nat King Cole Musical Story, Mambo Madness, Where All Roads Lead, A Time Out Of War.

COLOR PARADES

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Contains entries for Pacific Sports, Fighters Of The Lakes, Blue Coast, Queens Of Beauty, Melbourne, Olympic City, Invitation To New York, On The Boardwalk.

WALTER LANTZ CARTUNES (Technicolor)

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Contains entries for Tree Medic, Pigeon Holed, After The Ball, Get Lost, The Ostrich Egg and I, Chlef Charlie Horse, Room And Wrath, Woodpecker From Mars, Hold That Rock, The Talking Dog, Calling All Cuckoos, Niagara Fools, Arts And Flowers.

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Contains entries for Dog Tax Dodgers, Playful Pelican, Wet Blanket Policy, Scrappy's Birthday, Wild And Woody, Drooler's Delight.

VARIETY VIEWS

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Contains entries for Alert To Danger, Brooklyn Goes to Paris, Girl Meets Buoy, West Point Of The South, Everybody Dances, Screwball Sports, Brooklyn Goes to San Francisco.

Warners

SPECIAL FEATURETTES

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Contains entry for Chasing The Sun.

Two Reel

WARNERCOLOR SCOPE GEMS

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Contains entries for South Of The Himalayas, The Legend Of El Dorado.

SPECIALS (WarnerColor)

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Contains entries for East Is East, Howdy Partner.

COLOR SPECIALS (10)

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Contains entries for Movieland Magic, The Golden Tomorrow, Behind The Big Top, They Seek Adventure, Out Of The Desert, Copters And Cows, A Boy And His Dog, The Wonders Of Araby, Miracle In The Caribbean, Trailin' West.

CLASSICS OF THE SCREEN (6)

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Contains entries for Small Town Idol, It Happened To You, Dog In The Orchard, Picture Parade, Once Over Lightly, Through The Camera's Eye.

One Reel

ANAMORPHIC SPECIALS (WarnerColor)

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Contains entries for Heart Of An Empire, Springtime In Holland, Ski Valley, Time Stood Still, Viva Cuba, Thunder Beach.

BLUE RIBBON HIT PARADES (13) (Reissue) (Technicolor)

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Contains entries for Mouse Mazurka, Paying The Piper, Daffy's Duck Hunt, Henhouse Henery, Swallow The Leader.

BUGS BUNNY SPECIALS (8) (Technicolor)

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Contains entries for A Star Is Bored, Wideo Rabbit, To Hare Is Human.

JOE McDOAKES COMEDIES (6)

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Contains entries for So You Want To Be A Vice-President, So You Want To Be A Policeman.

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Contains entries for So You Think The Grass Is Greener?, So You Want To Be Pretty, So You Want To Play The Piano, So Your Wife Wants To Work.

MELODY MASTER BANDS REISSUES (16)

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Contains entries for Jan Savitt And Band, Artie Shaw And Orch., Ozzie Nelson And Orch., Carl Hoff And Band, Borrah Minevitch, Henry Busse And Orch.

MERRIE MELODIES (22) (Technicolor)

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Contains entries for Dilme To Retire, Speedy Gonzales, Two Scent's Worth, Red Riding Hoodwinked, Hair Conditioned, Guided Muscle, Pappy's Puppy, One Froggy Evening, Too Hop To Handle, Weasel Stop, The High And The Flighty, Rocket Squad, Tweet And Sour, Heaven Scent, Mixed Master, Gee Whiz-z-z-z-z-z-z, Tree Cornered Twenty, The Unexpected Pest, Tugboat Granny, Stupor Duck, Rocket-Bye Baby, Raw! Raw! Rooster!.

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Contains entries for Slap Hoppy Mouse, Deduce, You Say!, Yankee Dood It, There They Go-Go-Go, Two Crows From Tacos, The Honey Mousers, The Three Little Bops, Tweet Zoo, Scrambled Aches.

THE SPORTS PARADE (10) (Technicolor)

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Contains entries for Picturesque Portugal, Fish Are Where You Find Them, Green Gold, Crashing The Water Barrier, Facing Your Danger, The Sporting Irish.

WARNER SPECIALS (7)

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Contains entries for An Adventure To Remember, Shark Hunting, Faster And Faster, A Necklin' Party, I Never Forget A Face, Smart As A Fox, Animals And Kids.

WARNERCOLOR SPECIALS 1956-57

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Contains entries for Playtime Pals, I'll Be Doggoned.

WARNERCOLOR SCOPE GEMS

Table with columns: Release No., Release Date, Title, Rating, Running Time, Page Reviewed In Pink Section. Contains entries for Crossroads Of The World, Magic In The Sun.

Miscellaneous

Table with columns: Title, Rating, Running Time, Page Reviewed In Pink Section. Contains entries for Ballet Girl (Brandon), Cow Dog (Disney-Buena Vista), Cowboy Needs A Horse, A (Disney-Buena Vista), Suez Canal, (deRochemont).

A.A.

COLUMBIA

M.G.M.

PARAMOUNT

R.K.O.

REPUBLIC

20th-FOX

U.A.

UNIVERSAL

WARNERS

MISC.

<p>No Place To Hide (DC) David Brian, Marsha Hunt</p> <p>Hold Back The Night John Payne, Mona Freeman</p> <p>The Naked Hills (Pathe Color) David Wayne, Marcia Henderson</p> <p>Canyon River (CS-DC) Geo. Montgomery, Marcia Henderson</p> <p>The Young Guns Russ Tamblyn, Gloria Talbott</p> <p>Strange Intruder Ida Lupino, Edmund Purdom, Ann Harding</p> <p>Yaqui Drums Rod Cameron, Mary Castle</p> <p>Friendly Persuasion (TC) Gary Cooper, Dorothy McGuire, Marjorie Main</p>	<p>Cha-Cha-Cha Boom! Perez Prado and Mary Kaye Trio</p> <p>You Can't Run Away From It (TC) Jack Lemmon, June Allyson</p> <p>Odongo (CS-TC) Rhonda Fleming, Macdonald Carey, Juma</p> <p>Reprisal (TC) Guy Madison, Felicia Farr</p> <p>White Squaw David Brian, May Wynne</p> <p>Suicide Mission Leaf Larsen</p> <p>Ten Tall Men (TC) (RE) Burt Lancaster</p> <p>Reggie of Sherwood Forest (RE) John Derek</p>	<p>These Wilder Years James Cagney, Barbara Stanwyck</p> <p>Lust For Life (CS-Metrocolor) Kirk Douglas, Anthony Quinn</p> <p>Tea And Sympathy (CS-Metrocolor) Deborah Kerr, John Kerr</p> <p>The Opposite Sex (CS-Metrocolor) June Allyson, Ann Sheridan, Dolores Gray</p> <p>The Power And The Prize (CS) Robert Taylor, Elizabeth Mueller</p> <p>The Iron Petticoat (VV-TC) Bob Hope, Katherine Hepburn (English-made)</p> <p>Julie Doris Day, Barry Sullivan, Louis Jourdan, Frank Lovejoy</p>	<p>The Proud And Profane (VV) William Holden, Deborah Kerr</p> <p>Pardners (VV-TC) Dean Martin, Jerry Lewis</p> <p>The Vagabond King (VV-TC) Kathryn Grayson, Oreste</p> <p>War And Peace (VV-TC) Audrey Hepburn, Henry Fonda, Mel Ferrer (Made in Italy)</p> <p>The Mountain (Special Engagements) Robert Wagner, Spencer Tracy, Claire Trevor (Made in France)</p> <p>The Search For Bridey Murphy (VV) Teresa Wright, Louis Hayward</p>	<p>Lisbon (Naturama-Trucolor) (Made in Portugal) Ray Milland, Maureen O'Hara</p> <p>Dakota Incident (Trucolor) Linda Darnell, Dale Robertson, John Lund</p> <p>Daniel Boone Trail Blazer Bruce Bennett, Lon Chaney, Jr., Faron Young</p> <p>A Woman's Devotion (Trucolor) Ralph Meeker, Paul Henreid</p> <p>The Man Is Armed Dane Clark, May Wynne</p> <p>Scandal, Inc. Robert Hutton, Paul Richards, Patricia Wright</p>	<p>Between Heaven And Hell (CS-DC) Robert Wagner, Terry Moore</p> <p>Stagecoach To Fury (RegalScope) Farrest Tucker, Mari Blanchard</p> <p>The Third Man (RE) Joseph Cotten, Orson Welles</p> <p>Teenage Rebel (CS) Ginger Rogers, Michael Rennie</p> <p>Love Me Tender (CS-DC) Richard Egan, Debra Paget, Elvis Presley</p> <p>The Desperadoes Are In Town (RegalScope) Robert Arthur, Kathy Nolan</p> <p>Oklahoma (CS-TC) Gordon MacRae, Shirley Jones, Gene Nelson</p>	<p>Flight To Hong Kong (Sabre) Rory Calhoun, Barbara Rush</p> <p>Man From Del Rio (Jacks) Anthony Quinn, Katy Jurado</p> <p>Running Target (Canyon) (CS-DC) Doris Dowling, Arthur Franz, Richard Reeves</p> <p>Men In War (Security) Robert Ryan, Aldo Ray</p> <p>Shark Fighters (Goldwyn, Jr.) (CS-TC) Victor Mature, Karen Steele</p> <p>The Peacemaker (Makelim) James Mitchell, Rosemarie Bowe</p> <p>Gun The Man Down (Morrison-McLaglen) James Arness, Emilie Meyer</p>	<p>The Killers (RE) Burt Lancaster, Ava Gardner</p> <p>The Sleeping City (RE) Richard Conte, Coleen Gray</p> <p>Showdown At Abilene (TC) Jock Mahoney, Marsha Hyer</p> <p>The Unguarded Moment (TC) Esther Williams, George Nader</p> <p>The Mole People John Agar, Cynthia Patrick</p> <p>Curucu, Beast Of The Amazon (EC)</p> <p>John Bromfield, Beverly Garland (Made in Brazil)</p> <p>Everything But The Truth (EC) Maureen O'Hara, John Forsythe, Tim Hovey</p>	<p>Seven Men From Now (WC) Randolph Scott, Gail Russell</p> <p>The Burning Hills (CS-WC) Tab Hunter, Natalie Wood</p> <p>A Cry In The Night Edmond O'Brien, Natalie Wood</p> <p>The Bad Seed Nancy Kelly, Patty McCormack, Henry Jones, Eileen Heckart</p> <p>The Amazon Trader (WC) John Sutton, Marie Ferranda</p> <p>Toward The Unknown (WC) William Holden, Lloyd Nolan, Virginia Leith</p> <p>Giant (WC) Elizabeth Taylor, Rock Hudson, James Dean</p>	<p>Jedda The Uncivilized (EC) (DCA) (Australian-made)</p> <p>Frontier Gambler (Associated) John Bromfield, Colleen Gray, Kent Taylor</p> <p>Secrets Of Life (TC) (Part CS) (Buena Vista) (Disney)</p> <p>It Conquered The World (American-Int.) Peter Graves, Beverly Garland</p> <p>The She Creature (American-Int.) Chester Morris, Marla English</p> <p>La Strada (Trans-Lux) Anthony Quinn, Richard Basehart, Giulietta Masina (Italian-made)</p>	<p>Fighting Trouble The Bowery Boys</p> <p>Calling Homicide Bill Elliott</p> <p>The Cruel Tower John Ericson, Mari Blanchard</p> <p>High Terrace Dale Robertson, Lois Maxwell, Derek Bond</p> <p>Blonde Sinner Diana Dors (English-made)</p>	<p>To The Ends Of The Earth (RE) Dick Powell</p> <p>The Gamma People (English-made) Paul Douglas</p> <p>The Last Man To Hang (English-made) Tom Conway</p> <p>Rumble On The Docks James Darren</p> <p>The Seventh Calvary Randolph Scott</p> <p>Zarak (CS-TC) Victor Mature, Anita Ekberg, Michael Wilding (Made in Morocco)</p> <p>Don't Knock The Rock Billy Haley and his Comets</p>	<p>Boom Town (RE) Spencer Tracy, Clark Gable</p> <p>The Rack Paul Newman, Wendell Corey, Anne Francis</p> <p>The Tale Of Two Cities (RE) Marie Antoinette (RE)</p> <p>The Teahouse Of The August Moon (CS-Color) Marlon Brando, Glenn Ford, Eddie Albert (Made in Japan)</p> <p>The Great American Posttime Tom Ewell, Anne Francis, Ann Miller</p> <p>Mutiny On The Bounty (RE)</p>	<p>Hollywood Or Bust (VV-TC) Dean Martin, Jerry Lewis</p> <p>Cecil B. DeMille's The Ten Commandments (VV-TC) (Made In Egypt) (Special Engagements)</p> <p>Three Violent People (VV-TC) Charlton Heston, Anne Baxter</p> <p>The Rainmaker (VV-TC) Burt Lancaster, Katharine Hepburn</p> <p>Fear Strikes Out (VV) Anthony Perkins, Norma Moore</p> <p>Omar Khayyam (VV-TC) Cornel Wilde, Debra Paget</p>	<p>Bundle Of Joy (EC) Eddie Fisher, Debbie Reynolds</p> <p>Public Pigeon No. 1 (TC) Ked Skelton, Vivian Blaine, Janet Blair</p> <p>The Silken Affair David Niven, Genevieve Page (English-made)</p> <p>Man In The Vault William Campbell, Anita Ekberg</p>	<p>Tears For Simon (Trucolor) David Farrar, Julie Arnall</p> <p>Above Us The Waves John Mills</p> <p>The Congress Dances (Trucolor-CS) (German-made)</p> <p>Accused Of Murder (Trucolor-Naturama) David Brian, Vera Ralston</p>	<p>Anastasia (CS-DC) (Made in Europe) Ingrid Bergman, Helen Hayes, Yul Brynner</p> <p>Black Whip (RegalScope) Hugh Marlow, Coleen Gray</p> <p>The Girl Can't Help It (CS-DC) Tom Ewell, Jayne Mansfield</p> <p>Oasis (CS) (Made in Europe) Michele Morgan, Cornell Borchers</p> <p>Women Of Pitcairn Island (RegalScope) James Craig, Lynn Bari</p>	<p>Revolt At Fort Laramie (Bel-Air) (CS-TC) John Dehner, Frances Helm</p> <p>Tiger By The Tail (Canyon) Larry Parks, Constance Smith</p> <p>The King And Four Queens (Russ-Field) (CS-DC) Clark Gable, Eleanor Parker</p> <p>The Wild Party Anthony Quinn, Carol Ohmart, (Security)</p> <p>Dance With Me Henry Bud Abbott, Lou Costello, (Goldstein)</p> <p>The Brass Legend Hugh O'Brian, Nancy Gates (Goldstein)</p>	<p>Written On The Wind (TC) Rock Hudson, Lauren Bacall, Robert Stack</p> <p>Four Girls In Town (CS-TC) George Nader, Julie Adams</p> <p>Rock Pretty Baby John Saxon, Sal Mineo, Luana Patten</p>	<p>The Girl He Left Behind Tab Hunter, Natalie Wood</p> <p>Baby Doll Karl Malden, Carroll Baker, Eli Wallach</p> <p>The Wrong Man Henry Fonda, Vera Miles</p>	<p>Westward Ho, The Wagons (CS-TC) (Buena Vista) (Disney) Fess Parker</p> <p>Runaway Daughters (American-Int.) Marla English, John Lifer</p> <p>Shake, Rattle and Rock (American-Int.) Fats Domino, Lisa Gaye</p> <p>Rock, Rock, Rock (DCA) Alan Freed, LaVern Baker, Frankie Lymon and Teenagers</p>
--	--	--	--	---	--	--	---	--	---	---	--	--	--	--	---	--	--	---	--	---

THEY'RE STILL USING SAFETY PINS!



Nobody

has replaced the safety pin for holding up baby's diaper...and for forty years, the Prize Baby has serviced exhibition with safety pins — coming attraction trailers that have held up box office receipts by bringing in more than one third of the paid audience.

Average daily cost less than one admission ticket!

NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY

WOMAN'S HOME COMPANION

Survey showed 31 per cent went to the movies because of TRAILERS!

SINDLINGER

Survey showed 34.2 per cent went to the movies because of TRAILERS!

NATIONAL THEATRES CIRCUIT IN 21 STATES

Survey showed 43 per cent went to the movies because of TRAILERS!

Trailers — Showmen's Socko Salesmen!

MOTION PICTURE

EXHIBITOR

DECEMBER 12, 1956

VOLUME 57

NUMBER 7

IN TWO SECTIONS • THIS IS SECTION ONE



Longer And Less

editorial

Credit Plan Not A Success

(page 10)

Thau Heads MGM Studio

(page 10)

AND FEATURING: EXTRA PROFITS

← At UA's recent fieldmen's convention in New York, Mori Krushen, left, exploitation manager, and Harry Goldberg, Stanley Warner ad-publicity director, discuss their favorite subject, selling film entertainment.

"LUST FOR LIFE" NATIONWIDE BOX-OFFICE HIT!



**The Story Thus Far! Your Theatre Can
Write The Next Glowing Chapter!**

CURRENT ENGAGEMENTS:

NEW YORK—3rd Month. All time record!

BEVERLY HILLS, CAL.—3rd Month. Equalling all-time tops!

OAKLAND, CAL.—3rd Month. Equalling all-time tops!

MADISON WIS.—3rd Week. Very Big!

PORTLAND, ORE.—3rd Week. Fine business!

CINCINNATI—3rd Week. Excellent!

MINNEAPOLIS—3rd Week. Terrific!

ROCHESTER, N. Y.—3rd Week. Big!

BOSTON—First 4 days all-time house record!

ST. LOUIS—2nd Week. Excellent!

ATLANTIC CITY—2nd Week. Big!

GREENSBORO, N. C.—2nd Week. Very Big!

DURHAM, N. C.—Close to "Guys And Dolls"!

COMPLETED ENGAGEMENTS:

WASHINGTON, D. C.—8 Weeks. New M-G-M record!
SAN FRANCISCO—8 Weeks. 2nd biggest in house history!
DETROIT—7 Weeks. One of the biggest!
PITTSBURGH—7 Weeks. Record-breaking run!
BALTIMORE—6 Weeks. Very Big!
KANSAS CITY, MO.—5 Weeks. Record-breaking run!
CHICAGO—5 Weeks. 2nd highest M-G-M record!
BUFFALO—5 Weeks. Excellent engagement!
SAN DIEGO—4 Weeks. Fine business!
SEATTLE—4 Weeks. Fine business!
ATLANTA—4 Weeks. Fine business!
SALT LAKE CITY—3 Weeks, 5 days. Top M-G-M grosser!
HOUSTON—3 Weeks. Fine business!
DENVER—2 Weeks, 5 days. Ditto!
DALLAS—2 Weeks, 5 days. Ditto!
MILWAUKEE—2 Weeks. Ditto!

M-G-M presents

in CINEMASCOPE and METROCOLOR

KIRK DOUGLAS

in

"LUST FOR LIFE"

Co-Starring

ANTHONY QUINN

JAMES DONALD **PAMELA BROWN**

With **EVERETT SLOANE**

Screen Play by **NORMAN CORWIN**

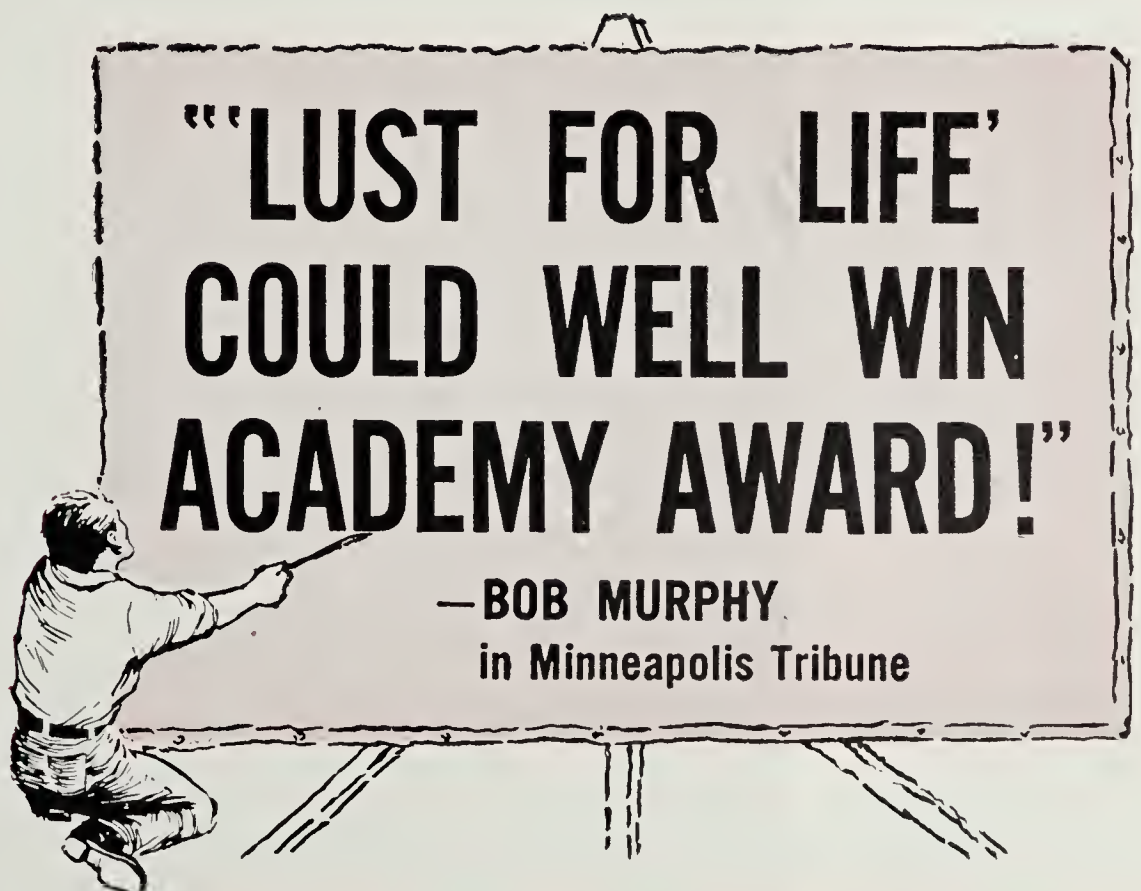
Based on the Novel by **IRVING STONE**

Directed by **VINCENTE MINNELLI**

Produced by **JOHN HOUSEMAN**

*

(Available in Magnetic Stereophonic,
Perspecta Stereophonic or 1-Channel Sound)



**You'll hear it more and more about
M-G-M's most honored picture!**

PARAMOUNT PRESENTS

BURT LANCASTER



EAST-WEST
World Premieres
THURSDAY,
 December 13th
ASTOR,
NEW YORK

WEDNESDAY,
 December 19th
FOUR STAR,
LOS ANGELES

CO-STARRING

WENDELL
COREY

LLOYD
BRIDGES

EARL
HOLLIMAN

CAMERON
PRUD'HOMME

DIRECTED BY
JOSEPH ANTHONY

SCREEN PLAY BY
N. RICHARD NASH

BASED ON HIS PLAY PRODUCED
ON THE NEW YORK STAGE
MUSIC SCORE BY ALEX NORTH

TECHNICOLOR®

VISTAVISION
MOTION PICTURE HIGH FIDELITY

**suddenly... happiness
flooded through her!
she was crying...
he was crying...**



HAL WALLIS' PRODUCTION

KATHARINE HEPBURN



*In addition to its superlative star-team,
it introduces a new wonderful young star,
EARL HOLLIMAN.*



E RAINMAKER

ROCK,



U-I

HELPS YOU

at the PREVIEWS...
after the previews...

PRETTY BABY!

ADULTS acclaimed its warm understanding of family-teenager relationships!

TEENAGERS praised the sympathetic treatment of "their story"

EVERYBODY simply flipped over the wonderful combination of Rock 'n' Roll and Ballad music!



IS THE RAGE OF EVERY AGE!
Here's the one picture that's got something for everybody... and BOX OFFICE... especially for YOU!

TAKE ADVANTAGE OF THE MASS APPEAL of the PICTURE!



SPECIAL ADVERTISING
RADIO SPOTS
TV MATERIAL AND
SPECIAL TRAILERS
ARE NOW AVAILABLE!



Use what's best for YOUR market... to get the best job for YOU!
Box Office!

(Contact your U.I. Branch manager... he'll gladly show you these powerful Box Office boosters)



ROCK, PRETTY BABY!

starring
SAL MINEO
JOHN SAXON
LUANA PATTEN

with EDWARD C. PLATT · FAY WRAY · ROD MCKUEN

Directed by RICHARD BARTLETT · Written by HERBERT MARGOLIS and WILLIAM RAYNOR · Produced by EDMOND CHEVIE · A UNIVERSAL-INTERNATIONAL PICTURE

EXHIBITOR



DECEMBER 12, 1956
VOLUME 57 NUMBER 7

LONGER AND LESS FEATURES

DURING THE DAYS of the SENATE SMALL BUSINESS SUB-COMMITTEE meetings we, and we suppose many another industryite, often wondered about the accuracy of statements made about the number of feature films released in a particular year, or years. Depending on who was making his point, figures and totals varied, and you couldn't help wishing for some firm chamber of commerce totals on which you could "hang your hat."

So, just recently, when one of our editorial activities made desirable a canvass of the past reviewing activities of MOTION PICTURE EXHIBITOR, we requested a detailed annual account, by number of features and by total running times, of all features reviewed between the 1936-37 season and the 1955-56 season. While such a count would include some miscellaneous domestic features of independent origin, and some playable foreign features, as well as the "line" products of the big distributors, it did seem that such bulk totals would be factual and believable. And if we had the total of all running times, it would be a simple matter to compute average running times for each year's product, and to ascertain the movement in feature picture lengths, which is another subject of much talk and little fact.

The fruit of this clerical effort has now been completed, and here tabulated are the requested totals.

Interesting, too! Because MOTION PICTURE EXHIBITOR has always maintained the *most thorough* reviewing service in the entire trade press, this will undoubtedly prove to be a greater number than reviewed by any other trade paper. But at least these totals of individual features, and of minutes of feature entertainment, were available to the booking of the nation's theatres in any particular year of the past two decades.

Season	Features Reviewed	Screen Minutes	Av. Running Time
1936-37	642	46,126 m.	71.9 m.
1937-38	657	47,841 m.	72.9 m.
1938-39	686	50,428 m.	73.5 m.
1939-40	677	50,844 m.	75.1 m.
1940-41	645	48,944 m.	75.9 m.
1941-42	596	43,733 m.	73.4 m.
1942-43	506	37,240 m.	73.6 m.
1943-44	489	36,762 m.	75.2 m.
1944-45	449	34,487 m.	77.3 m.
1945-46	472	36,907 m.	78.2 m.
Ten Year Results	5819	433,312 m.	74.5 m.
1946-47	536	42,851 m.	80.0 m.
1947-48	545	45,002 m.	82.5 m.
1948-49	566	46,208 m.	81.6 m.
1949-50	589	47,783 m.	81.1 m.
1950-51	565	45,772 m.	81.1 m.
1951-52	548	45,447 m.	82.9 m.
1952-53	553	46,621 m.	84.3 m.
1953-54	528	43,886 m.	83.1 m.
1954-55	421	37,151 m.	88.2 m.
1955-56	415	37,209 m.	89.7 m.
Ten Year Results	5266	437,930 m.	83.2 m.

Note the contrasts. There is little to add! In 1955-56 the average feature was nearly 18 minutes longer than in 1936-37. But there were more than 200 less features. And the dramatic drop in supply of more than 100 features between the 1953-54 season and the 1954-55 season, squeezed not only the theatre outlets, but the average weekly attendance at those outlets.

"Longer and less" may prove more profitable for the producer distributors, but it applies the twin pincers of shows-per-day and attendance-per-week on the industry's potential gross.

And conditions today, in theatres throughout the U.S.A. and Canada, stand as mute testimony to the truth of this conclusion.

PASS THE CREAM AND SUGAR

IN THE ISSUE of Nov. 28, our cover shot showed manager William Evans, Plaza, New York, serving coffee to customers waiting in line outside his theatre. What we neglected to mention was the name of the feature responsible for the mob, and still packing them in during a record run at the theatre.

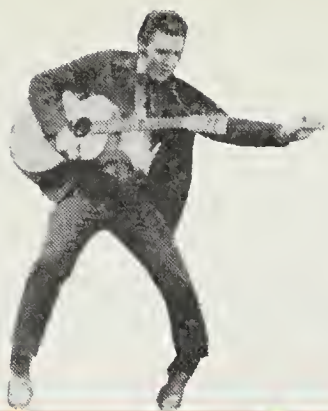
This happy situation is the result of MGM's "Lust For Life." With all vestiges of Indian Summer apparently gone, we hope manager Evans doesn't run out of coffee.

"Lust For Life" has settled at the Plaza quite comfort-

ably, and it is a safe bet that Evans won't run out of customers for some time.

Incidentally, the cover shot of manager Evans illustrates a fine object lesson in public relations. You can bet that patrons will remember that cup of coffee served by the manager and will return to the Plaza often. It may be the pictures that attract customers, but it is such extra effort on the part of the theatre staff that builds good will and repeat business. Evans has brewed more than a cup of coffee.

Jay Emanuel

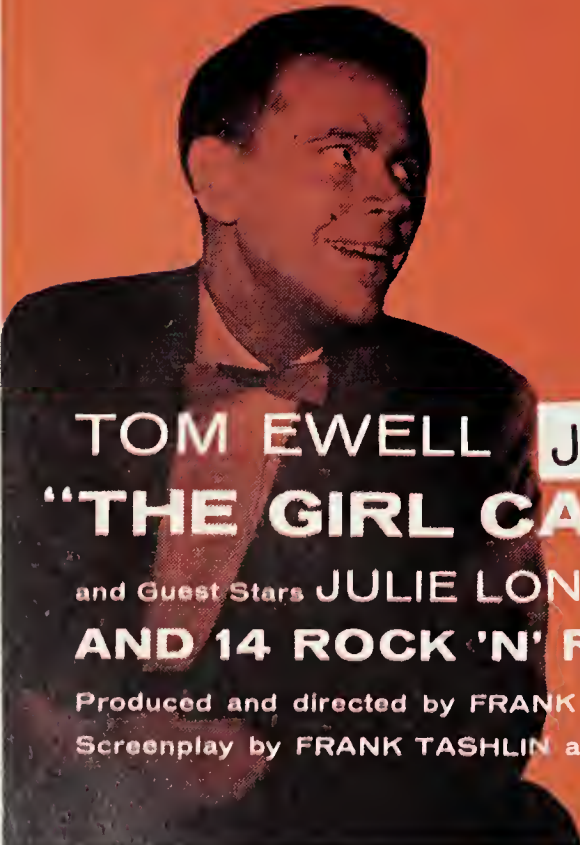


20TH THE **BIG NAME** COMPANY WHICH BROUGHT YOU THE HOTTEST NAME IN SHOW BUSINESS FOR THANKSGIVING

NEXT BRINGS YOU...
FOR CHRISTMAS...
THE WORLD'S MOST
PUBLICIZED BLONDE



Man oh Man oh Mansfield!



TOM EWELL JAYNE MANSFIELD EDMOND O'BRIEN in
"THE GIRL CAN'T HELP IT" COLOR by DE LUXE CINEMASCOPE

and Guest Stars JULIE LONDON · RAY ANTHONY · BARRY GORDON
AND 14 ROCK 'N' ROLL HEADLINERS!

Produced and directed by FRANK TASHLIN
Screenplay by FRANK TASHLIN and HERBERT BAKER

FROM 20TH...
THE BIGGEST
NAME IN THE
INDUSTRY TODAY!



BROADWAY GROSSES

(As of this Monday)

Pre-Holiday Slump

NEW YORK—Both adverse weather and the pre-Christmas slump contributed to the slip in all Broadway first-run business, with the exception of Radio City Music Hall and the Roxy.

According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the breakdown was as follows:

"Love Me Tender" (20th-Fox). Paramount (\$45,000)*—This one slipped to only \$15,000 on the fourth week.

"Giant" (Warners). Roxy (\$40,000)—This proved a giant all the way with \$41,000 reported for Thursday through Sunday, and \$58,000 estimated for the ninth, and last, week. Ice show on stage.

"The Teahouse Of The August Moon" (MGM). Radio City Music Hall (\$144,000)—Thursday through Sunday accounted for \$108,000, with the second session sure to top \$170,000. Christmas stage show.

"The Opposite Sex" (MGM). Capitol (\$49,000)—Down to \$15,000 on the fourth week.

"Teenage Rebel" (20th-Fox). Globe (\$14,800)—Only \$8,000 in sight for the fourth week.

"Oklahoma!" (20th-Fox). Mayfair (\$15,000)—Held at \$10,500 for the sixth session.

"The Mountain" (Paramount). Astor (\$29,000)—Fourth, and last, week dropped to \$10,000.

"The Solid Gold Cadillac" (Columbia). Victoria (\$20,400)—Down to \$14,000 for seventh week.

"Julie" (MGM). Loew's State (\$28,700)—Third week dropped to \$19,000.

*Figures in parentheses are 1955 weekly averages based on MOTION PICTURE EXHIBITOR reports.

Producers Hear Sindlinger

HOLLYWOOD—Albert E. Sindlinger, head of the research organization bearing his name, told members of the Screen Producers Guild last week that if the product backlogs of the majors had been bought by television networks, instead of individual stations, and shown at prime time periods instead of at odd hours, the vast majority of the nation's theatres would have closed.

He said that the industry's biggest problem is merchandising, adding that 105 million people in the U.S. are either going to the movies, talking movies, or watching movies on TV. This, he said, proves movies are not dead.

He added that less than one-fourth of the daily newspaper readers turn to the amusement pages and advocated display ads for movies on other pages of the papers.

I N D E X

VOLUME 57, NUMBER 7 DECEMBER 12, 1956
SECTION ONE

EDITORIALS	7
THE NEW YORK SCENE	
BY MEL KONECOFF	9
SHOWMANSHIP SWEEPSTAKES	15
THE INTERNATIONAL SCENE	20
NEWS OF THE TERRITORIES	21
EXTRA PROFITS	EP-1—EP-6
SECTION TWO	
THE SERVICESECTION	SS-1—SS-4
(The Pink Review Section)	

Future Productions, Ad Policies Make Up Agenda At U-I Sales Meet

HOLLYWOOD—With Universal scheduled to mark its 45th anniversary in 1957, the company's faith in the future of the motion picture industry throughout the world was enunciated in separate statements last week by Milton R. Rackmil, president; N. J. Blumberg, chairman of the board; and Alfred E. Daff, executive vice-president, at the opening sessions of the week-long sales executives conference presided over by Charles J. Feldman, vice-president and general sales manager.

Each of the three top executives emphasized the company's sense of responsibility for its exhibitor customers throughout the world in providing a steady flow of important box office pictures capable of producing grosses which spell mutual success and which will enable Universal to reach even greater heights than in its previous record-breaking years.

U-I Will Release 12 From January-April, 1957

Marking the company's 45th year of continuous production, Universal will release 12 pictures during the first four months of 1957, representing the strongest group of boxoffice attractions ever assembled by the company, Feldman announced. Seven are in CinemaScope, and eight are in color. The company's first black and white CinemaScope production, "The Tattered Dress," will be released in April.

Stressing the company's plans for an even flow of top product to serve exhibitor customer needs throughout the year, Feldman pointed out that 33 pictures would be released in 1957.

January releases will be "Written On The Wind" in Technicolor, starring Rock Hudson, Lauren Bacall, Robert Stack and Dorothy Malone; "Four Girls In Town" in CinemaScope and Technicolor, starring George Nader, Julie Adams, Marianne Cook, Elsa Martinelli, and Gia Scala; and "Rock, Pretty Baby," starring Sal Mineo,

John Saxon and Luana Patten. February releases are "The Great Man," starring Jose Ferrer, Dean Jagger, Keenan Wynn, Julie London, and Joanne Gilbert; "Istanbul" in CinemaScope and Technicolor, starring Errol Flynn and Cornell Borchers; and "The Night Runner," starring Ray Danton and Colleen Miller. "Battle Hymn," CinemaScope and Technicolor film starring Rock Hudson, Martha Hyer, Dan Duryea, Don DeFore, Anna Kashfi, and Jock Mahoney, heads the list of March releases, followed by "Gun For A Coward," in CinemaScope and Eastman Color, starring Fred MacMurray, Jeff Hunter, Janice Rule, Chill Wills, and Dean Stockwell, and "Mister Cory" in CinemaScope and Eastman Color, starring Tony Curtis, Martha Hyer, Charles Bickford, and Kathryn Grant. "The Incredible Shrinking Man" will be released in April, starring Grant Williams and Randy Stuart. "Kelly and Me" in CinemaScope and Technicolor and starring Van Johnson, Piper Laurie, and Martha Hyer is the other April release.

45th Anniversary Marked By Feldman Sales Drive

Universal will mark the beginning of its 45th anniversary year with its "Seventh Annual Charles J. Feldman Drive," starting Dec. 30, 1956, and running for 18 weeks to May 4, 1957, it was announced by Daff.

Noting that Universal's annual sales drives in honor of its vice-president and general sales manager, Charles J. Feldman, have now become a tradition with the company and that exhibitor response during the past six years has enabled the company to keep topping each preceding year, Daff called upon the sales executives to make Charlie Feldman's Seventh the greatest and an auspicious beginning of the 45th anniversary celebration of the company.

(Continued on page 14)



The NEW YORK Scene

By Mel Konecuff

THERE WE WERE sitting in the office one day taking a breather by dreaming how nice it would be to holiday briefly in the country when lo and behold in walked an invitation supported by legs to spend a day and a night at the famous Grossinger Country Club, home of the famous rye and pumpernickel breads. Since the RKO release, "Bundle Of Joy," was to be previewed there, we considered this as business and forced ourselves to go.

A warm welcome awaited the fourth estate and allied fields, to say nothing of fine food, a chance at strenuous activity such as ice skating, touring the hotel facilities, watching boxer Gene Fullmer train for his fight with Sugar Ray Robinson, or learning how to do the cha cha cha. Following all this was a cocktail reception which came in handy about this time. Then came a multi-course dinner.

For dessert, everyone was treated to the film, starring Eddie Fisher and Debbie Reynolds, which was a Technicolor delight. Its plot was light, its music gay, its people were fun, and everyone seemed to be enjoying himself. It was screened in the newly renovated Grossinger Theatre on the fabulous grounds, and for a week prior, technicians, carpenters, and designers had been working feverishly to make it come out as professional as a first class theatre; by gum, they did it, all except for the seats which were still of the folding variety.

(Continued on page 14)

Industry Credit Plan Leaves Public Cold

Indiana Survey Disappoints; Johnston Asks Abandonment As MPAA Financed Study Shows No Boxoffice Boost

NEW YORK—Eric Johnston, MPAA president, reported to the board of directors last week that a survey in Marion County, Indiana, indicated that a system of "charging" admissions does not offer "promise of appreciably increasing movie attendance."

In view of what Johnston called "the disappointing result," he recommended that no further action be taken on a credit plan.

At the same time that Johnston was informing the board, the company sales managers met at MPAA headquarters to hear an analysis of the report from the distribution subcommittee that supervised the survey. The subcommittee comprises William Gehring, 20th-Fox, chairman; Charles M. Reagan, Loew's; and Charles Feldman, Universal.

In Indianapolis, Gehring, in behalf of the subcommittee, was to meet with exhibitors to report on the results of the survey. The study was initiated and financed by the MPAA after consultation and in cooperation with these exhibitors.

Two separate plans were studied, and it appeared that neither made much of an impression on the public. One called for the issuance of a credit card while the other concerned the sale of a chit book good for so many admissions at a saving over the single admission price.

Youngstein Answers Critics

NEW YORK—United Artists vice-president Max E. Youngstein, replying to recently published charges that motion picture advertising is "lurid," told a convention of the company's fieldmen in New York last fortnight that the yardstick for film advertising should be the same as that applied to other industries.

Attacking "the holier-than-thou-compounded-by-stupidity attitude of the film industry's critics," Youngstein declared that "we are the direct descendants of the circus and we will continue in that vein. The policy of UA," he said, "is that ads must meet our own standards of good taste, which we feel are equal to anyone's. But it is our decision to make and ours alone. . . . It is absurd to compare our advertising to the Cadillac ads and the dainty displays in Vogue. Sustaining this vitality and excitement is the key to our whole promotion plan. We don't intend to be deflected by prissy and irrelevant considerations of elegance or tone.

"The proper gauge of an ad," Youngstein said, "is how many tickets it sells. We and we alone are the authorities on this. We don't condone or employ vulgarity, but on the other hand we don't expect to become defensive, humble, meek or furtive. When there are decent sex elements in our pictures, we intend to say so in our ads. If there's rough action, our ads will tell about that, too."

Stellings Hails Allied Move To Seek Industry Arbitration

CHARLOTTE—Ernest G. Stellings, president, Theatre Owners of America, returned here last week after a round of conferences with distribution heads in New York, and hailed the resolution of National Allied in Dallas looking to the establishment of arbitration.

Pointing to a similar move by the TOA at its last convention in New York, Stellings said, "These are statesmanlike moves."

The TOA head said he found company presidents and general sales managers as concerned with the state of distributor-exhibitor relations as are the exhibitors and said they "are willing to do more than their share to improve these conditions."

He reported that he assured the company executives that "TOA will dedicate itself completely to industry efforts aimed at promoting the selling of more tickets at our boxoffices, and that we will aid in any sound way to accomplish that objective."

Stellings said he planned meetings with other company executives.

Hutner, Steinberg Upped

NEW YORK—Meyer M. Hutner has been appointed national publicity manager for Warners, and Charles S. Steinberg has been advanced to the post of home office publicity manager, it was announced by Robert S. Taplinger, vice-president and director of advertising and public relations. Steinberg will assume many of the duties of the late Larry Golob.

Hutner recently resigned as advertising and publicity director for Samuel Goldwyn Productions to join Warners in a special assignment for liaison with leading independent producers associated with the company. Previously, he was publicity director for eight years at 20th-Fox.

Thau Appointed Head Of MGM Studio Staff

HOLLYWOOD—Benjamin Thau, vice-president and executive of MGM since 1932, last week was appointed administrative head of the studio by J. R. Vogel, president of Loew's, Inc.



THAU

Vogel also announced E. J. Mannix, general manager, for many years one of the top executives of MGM, will work in close association with Thau, as will J. J. Cohn, Lawrence Weingarten, Marvin Schenck, Kenneth MacKenna, and Saul Rittenberg, who will function as executive staff.

In confirming the selection of Thau as head of the studio, Vogel stated, "Mr. Thau is one of the best known executives in the motion picture industry, and perhaps one of the least known to the public. Quiet and unassuming, his name rarely appears in print."

Thau was originally brought to the studio by L. B. Mayer and worked closely with the late Irving Thalberg and Mayer, who later made him his executive assistant. Prior to his association with Loew's, Inc., Thau had made an outstanding reputation with the Keith Vaudeville Booking Office and later with the Orpheum Circuit Booking Agency.

RKO-Pathe Plans Shift

NEW YORK—RKO Pathe will shortly close its operation at the 103th Street Studios in New York, and consolidate its production activities at the RKO Pathe Studio, Culver City, Cal., it was announced last week by Jay Bonafield, RKO Pathe vice-president. The home-office operation of RKO Pathe will remain in New York.



United Artists' fieldmen from districts in the U. S. and Canada recently attended a three-day meeting at the Warwick Hotel, New York, to discuss the most intensive promotion program in the company's history. Seated, left to right, are Addie Addison, Dallas; exploitation manager Mori Krushen; Howard Pearl, Detroit; Wally Heim, Chicago; and Max Miller, Philadelphia. Standing are Bill Gandall, Pittsburgh; Archie Laurie, Toronto; Earl Keete, Seattle; Bill Sholl, Los Angeles; Bill Prass, Denver; Bernie Young, New York; Joe Mansfield, Boston; Al Fisher, assistant exploitation manager; and Bill Shirley, Buffalo. On the right, Max E. Youngstein, vice-president, addresses the gathering as William J. Heineman, vice-president in charge of distribution, and Roger H. Lewis, right, national director of advertising, publicity, and exploitation, listen.

Fisher Upped To UA Exploitation Position

NEW YORK—Al Fisher, with UA since 1952, has been appointed assistant exploitation manager, it was announced by Roger H. Lewis, national director of advertising, publicity, and exploitation, at the final session of the company's fieldmen's convention.



Fisher will work under exploitation manager Mori Krushen in supervising the operation of UA's exploitation men in the United States and Canada.

Am-Par's First Launched

HOLLYWOOD—Irving H. Levin, president, Am-Par Pictures Corporation, wholly-owned subsidiary of AB-PT, announced last fortnight that its first production had got underway at Republic studios.

The film is "The Beginning Of The End," a science-fiction thriller, written, produced and directed by Bert I. Gordon.

Six to eight "strictly commercial box-office" features are scheduled by Am-Par for 1957.

Indie Producers Must Assume More Responsibilities, Parsons Advises

NEW YORK—Independent producers must forsake the ivory tower and assume increasing responsibilities today, according to Lindsley Parsons, veteran film-maker whose product is released through Allied Artists and who has made more than 200 features.

Accompanied by John H. Burrows, his associate, Parsons arrived in New York last week en route to Honduras to scout locations and make preliminary plans for the filming there next year of "The Incredible Yanqui," the story of General Lee Christmas, an American soldier of fortune who became an Honduran officer.

Parsons also discussed the virtues of long-range production, the pre-production involvement of actors, directors, and even the advertising and publicity departments, and his own upcoming production plans.

Whenever possible, and particularly if the picture's potential is there, the producer should get out and help merchandise his product to the exhibitor, Parsons believes.

Parsons pointed out that "The Incredible Yanqui" would not go before the cameras until late next year. His visit to Honduras will entail meeting with government officials, making preliminary arrangements, scouting locations and researching even the weather. There will be another pre-production visit next year with director, screen writer, and possibly the star in order to familiarize them with the locale.

"Dragoon Wells Massacre," Parsons' latest picture for Allied Artists release, was purchased three years ago, the producer said. The script was written and "put on ice." Periodically it has been examined

RKO Tax Credit At \$10,800,000; Company May Produce In Todd-AO

"Disneyland, U. S. A."

The Seven Wonders Of The World are all of them ancient, but the eighth is as modern as next year's automobile. What is it? Why, it's Disneyland, U.S.A., just a short hop from Los Angeles.

What was once a swamp has been transformed through the magic of a mind forever young into a wonderland of adventure, science, and enchantment, guaranteed to thrill the most callous adult and absolutely enrapture any child.

Scenes from Fantasyland, Adventureland, Frontierland, Tomorrowland leap to life in as enjoyable a short subject as ever you'll see, "Disneyland, U.S.A.," available free from Buena Vista with the booking of "Westward The Wagons." For 42 minutes, you can be a kid again. It's a wonderful feeling.

—JAY EMANUEL.

NEW YORK—Thomas F. O'Neil, board chairman and president, RKO Teleradio Pictures, announced at a luncheon meeting of the Society of Security Analysts of New York City last week that RKO Radio Pictures as of Jan. 1, 1956, had a tax credit of \$10,800,000, of which \$3,800,000 will be used up this year.

He also said that RKO Teleradio and its entertainment subsidiaries had a "profitable" year in 1956; that capital expenditures for RKO in 1957 will be "very small"; that RKO Radio Pictures amortizes its films at almost 80 per cent in the first year of release and the film is written off in two to two-and-a-half years; and that production at RKO Radio next year "may go over 1956."

O'Neil said that a more detailed program for RKO Teleradio and RKO Pictures would be formulated later in the week in Florida conferences among executives.

He said the company is considering the possible production of a few films in the Todd-AO process. The company has the foreign distribution rights to Todd-AO's "Oklahoma!"

Columbia's Jack Cohn Dies Of Heart Attack

NEW YORK—Jack Cohn, 67, co-founder and executive vice-president, Columbia Pictures Corporation, died of a heart attack last weekend at Midtown Hospital. He had entered the hospital earlier in the week for minor surgery. Cohn, an industry veteran, became associated with the late Carl Laemmle's IMP Company in New York as a laboratory technician in 1908, and was editor and producer of Universal Weekly, the first of the independent newsreels.

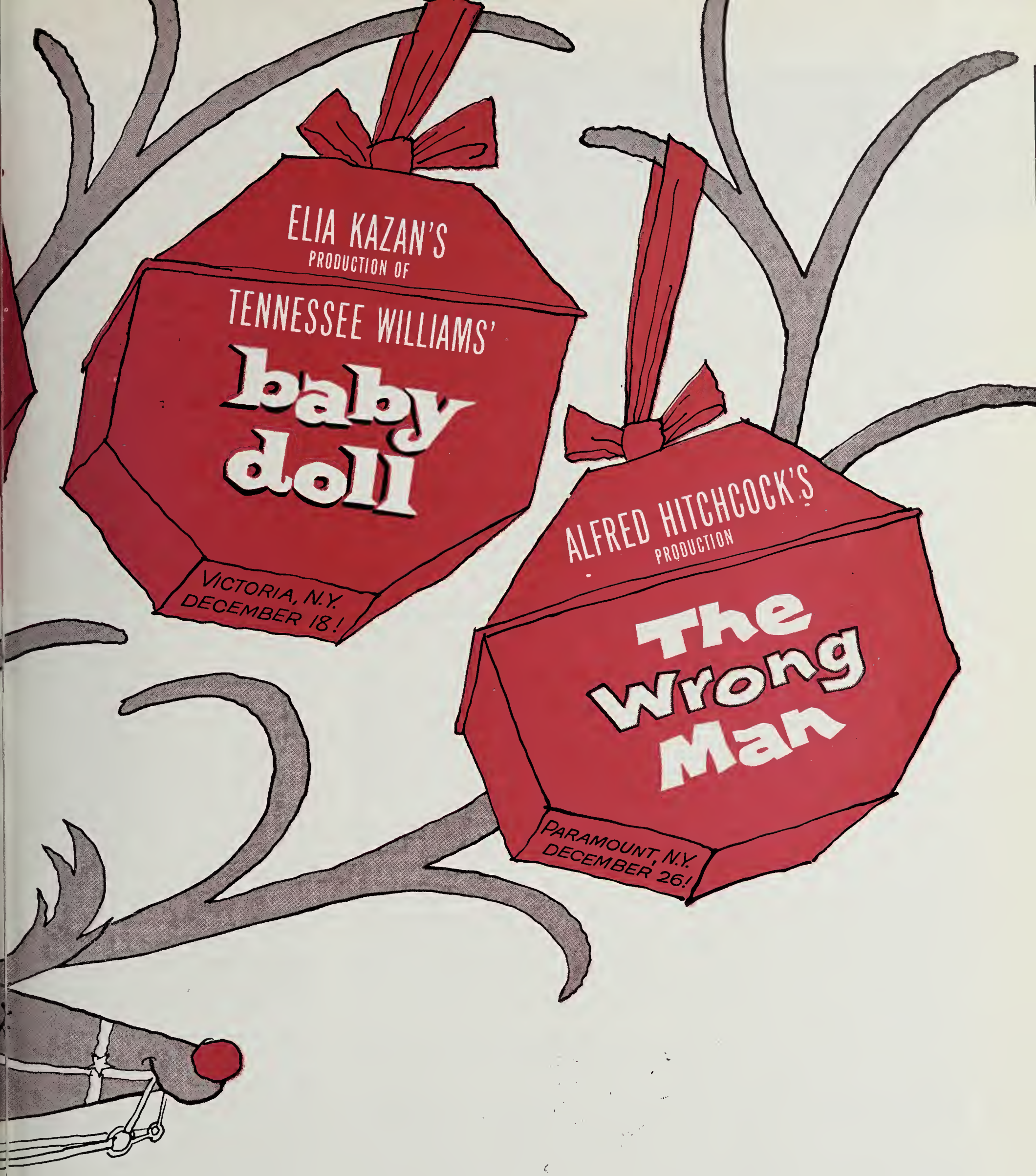
In 1913, Cohn and his younger brother, Harry, who now is head of Columbia, made their first film for a reported \$5,000, "Traffic In Souls." It is said to have grossed \$450,000 and inspired them to continue in the business. In 1919, they joined forces with Joseph Brandt, and formed the C.B.C. Film Sales Company, which made "Screen Snapshots," released in 1920. Columbia is still producing and distributing the series, the oldest of its kind. In 1924, the company's name was changed to Columbia Pictures, and Cohn became supervisor of the home office in New York in charge of sales, while his brother moved to California to take charge of studio operations.

In 1939, Cohn founded the Motion Picture Pioneers, and was its only president.

Surviving are his widow; two sons, Ralph M., general manager, Screen Gems; and Robert L., a Columbia executive with office in Paris; another brother, Nathan, who is New York division manager for Columbia; a sister; and three grandchildren. Another son, Joseph H. Curtis, died in 1954.

All Columbia offices were closed the afternoon of the funeral (yesterday), which took place at Temple Emanuel.





Ahead of 'em all for the holidays - or any day!



SW Net Profit Rises; More Product Urged

NEW YORK—S. H. Fabian, president of Stanley Warner Corporation, reported last week that the combined operations of the theatre circuit and the Cinerama and International Latex divisions showed a net profit for the year of \$3,194,200 after all charges. This compares with a profit of \$3,065,800 earned during the prior year.

The net profit for the year is equivalent to \$1.47 per share on the 2,166,800 shares of common stock outstanding on August 25. The earnings for last year were equivalent to \$1.39 per share. Theatre admissions, merchandise sales, and other income totalled \$96,234,200, an increase of \$3,823,700 over last year.

Fabian said that the outlook for improved box-office receipts in the near future is brighter than it has been for several months. "There has been much talk about the lost theatre audience, that TV has detoured the public away from going to the theatre. The fact is clear that America still loves to go out and see a movie. This audience is not lost but waiting for the pictures of its choice. . . . We believe the decline in attendance

FCC Won't Rule Yet On Toll-TV Question

WASHINGTON—The Federal Communications Commission stated last week that it was still not ready to rule on subscription television and that it was still analyzing testimony and exhibits taken in hearings many months ago.

The Commission also stated that the Mangnuson Committee has not reported on its probe covering the wisdom and the legality of toll broadcasting, and therefore the regulatory body is without legislative guides.

arises to a large extent from the existing shortage of acceptable motion pictures. Hollywood, while successfully meeting the challenge of quality production, is currently limiting the number of features produced. Action must be taken by the industry to reverse this trend and to increase the supply of box-office product. Your company intends to help alleviate the shortage, either by participating in production itself, or by sponsoring additional production by others."

The New York Scene (Continued from page 9)

The hundreds of press and guests were greeted by Eddie Cantor, who in a recorded message welcomed the throng and related how he first discovered Eddie Fisher at the very resort and gave him a helping hand because he thought he deserved it. The result was another fine talent added to the bright cluster of stars in the entertainment sky.

While we are on the subject of Eddie Fisher, leave us report here and now that the lad comes off very well in the film, which is his first. He handles himself well in the non-singing portions of the film and carries the story along with the best of them. In person, he is a fine youngster, friendly, a good singer, down-to-earth, and wonderful company. After the film all adjourned to a night-club type of room, where in addition to dancing there was entertainment by Fisher and others, with Eddie knocking himself out in a variety of numbers and gags. Everyone seemed impressed with his abilities. We were only sorry that Mrs. Fisher, alias Debbie Reynolds, wasn't able to be there, but she had her own bundle of joy recently and was busy tending same.

The next morning, Eddie was on hand bright and early to greet everyone, even those with two heads, and to thank one and all for coming. The press took off for their bases in New York, New Jersey, and Connecticut, while Eddie took off for the coast for the resumption of his twice-weekly telecasts. He will be back in town for the premiere of the film at the Capitol on Dec. 19.

Short Notes: Some of the celebs on hand for the festivities were Cleo Moore, Don Rondo, Barney Ross, Hugo Winterhalter, Myron Cohen, Lee Ann Merriweather, etc. . . . Mrs. Jennie Grossinger was a fine hostess and made everyone feel right at home. . . . Martin Starr set up an interview session in the lobby of the theatre following the film and recorded same on tape and film. . . . A special giant personalized postcard will be set up in the lobby of the Capitol for the premiere with fans signing same. . . . Fisher will be honored by the Philadelphia Variety Club on Dec. 17 at a luncheon. . . . Incidentally, the film has been selected by Parents' Magazine as the outstanding family movie for the month of February.

Let it be recorded that the publicity department under the direction of Al Stern did a fine job on all phases of the operation, and we have kind words as well for George Bennett, Grossinger press agent extraordinaire.

THE METROPOLITAN SCENE: Congrats to Al Fisher, who was finally named assistant exploitation manager at United Artists. A good man and we wish him all the best in his new spot. . . . That fine attorney, Walter J. Klein, can now be reached at Fassler, Klein, Rindsberg, and Harte at 200 West 57th Street. There's a counsellor who knows his stuff. . . . The AMPA Christmas party, the 40th, promises to be the biggest yet. Mark it down on the calendar for Tuesday, Dec. 18, at the Picadilly Hotel. The Roxy's Bob Rothafel will emcee and some surprises are in store. . . . 20th-Fox looking for an authentic "droshky" to publicize the opening of "Anastasia" at the Roxy. Anybody got a specially-designed, low, four-wheeled, open carriage with long bench on which passengers ride as on a saddle with their feet resting on bars near the ground? The publicity boys may yet have to convert an old horse-drawn fruit wagon. Incidentally, horses are getting scarcer and scarcer around these parts these days. . . . The current issue of Collier's has a piece illustrated with photos on Marlon Brando in Japan while making "Teahouse Of The August Moon." . . . U-I took over the RKO 86th Street last night to show its forthcoming "Battle Hymn" to an audience consisting of representatives of stage, screen, radio and television, in addition to members of the press and leading exhibitors. The film is the story of Colonel Dean E. Hess, the celebrated "fighting parson" of World War II and Korea.

U-I (Continued from page 9)

More than \$50,000 in prizes will be distributed to the company's division, district, branch and office managers, salesmen, and bookers for the best billing results achieved during the drive period. In addition to the overall prize money, the branch managers will vie for 18 different "Man of the Week" awards in the form of special gifts and prizes.

The 13 pictures being featured in this year's Feldman Drive are "Everything But The Truth," "Written On The Wind," "Four Girls In Town," "Rock, Pretty Baby," "The Great Man," "Istanbul," "The Night Runner," "Gun For A Coward," "Battle Hymn," "Mister Cory," "Kelly and Me," "The Incredible Shrinking Man," and "The Tattered Dress."

Pre-Selling Power Stems From Point-Of-Sale Effort

"The real power of the national pre-selling of motion pictures is directly linked to the effectiveness of the point-of-sale campaign," David A. Lipton, Universal vice-president, told participants in the sales executives conference.

"No matter how deeply pre-selling penetrates our potential audience," Lipton pointed out, "it cannot pay off completely at the boxoffice unless the point-of-sale campaign effectively reaches the identical audience—and at the time the picture is playing."

Large-scale national advertising campaigns will be accorded many of the company's pictures, said Lipton, pointing out that the national magazine and Sunday newspaper supplement campaign currently breaking on "Written On The Wind" is one of the largest in the 45-year history of the company with 19 publications with an estimated readership in excess of 125 million being used. "Battle Hymn," scheduled for Washington's Birthday pre-release openings, will reach an even larger audience through an all-time Universal-International record national magazine advertising campaign. In all campaigns involving national media, increased emphasis will be directed to the specialized readership of the individual publications.

Television and radio will also be utilized on the pre-selling campaigns on pictures in key cities, and the personal appearance tours of stars and featured personalities to both key and sub-key cities will also receive continued emphasis in implementing point-of-sale campaigns.

Lipton reviewed the increasingly important aspect of music as a link between the pre-selling and point-of-sale campaigns on motion pictures and pointed out its current effective role in the promotion of "Written On The Wind," where the Four Aces have recorded the theme song. Music will also be used extensively to help sell "Four Girls In Town," where Alex North's original rhapsody, based on the picture's musical background, is being recorded by Decca. The exciting rock and roll score of "Rock, Pretty Baby" is also being aggressively exploited to help in the promotion of the picture via disc jockey and teen-age activities.

The territorial saturation kickoffs of pictures with large scale integrated television, radio and newspaper advertising and promotion campaigns will also be used on pictures during the coming year where they lend themselves to this type of exhibition and promotion.

"Solid Gold" Campaign Cops \$100 Treasure

PHILADELPHIA — William J. Trambukis, Loew's State, Providence, R. I., cops himself some solid gold this week by winning \$100 in SHOWMANSHIP SWEEPSTAKES for his contest on Columbia's "Solid Gold Cadillac."

Exhibitors will also find some Better Management hints in the drive-in stunts; how to create some local good will; a kid promotion; and an inexpensive disc jockey show which are this week's runners-up.

WINNING ENTRY

"SOLID GOLD CADILLAC"

Submitted by William J. Trambukis
Loew's State, Providence, R. I.

3232 seats • 80 cents top admission
Family patronage.

On this one we concentrated on motor car and merchant tieups for good results.

A fleet of 30 gold trimmed Cadillacs were promoted from Kaplan Motors and used to ride local dignitaries in two different local parades.

The Firestone Tire dealer, who is located in LaSalle Square where eight bus lines come into town, used large banners reading, "Your car will run like a Solid Gold Cadillac after we service it, etc."

One of downtown's leading furniture showrooms featured a full window display with a live model in the window reclining and walking around in a sleep-walking fashion. This window was comprised of gold fabric and accessories with many stills from the film, theatre and playdate credit cards, etc. The theme was "I'm dreaming of riding to MacDonald's in a Solid Gold Cadillac, etc."

Kaplan's new and used car lots, located at busy intersections, also featured large banners with the Cadillac theme.

J. J. Newberry's, Jr. Department Store, celebrating an anniversary, changed the name of their ad campaign to the "Solid Gold Anniversary" campaign. This resulted in three full windows, 14 counter displays, store-wide streamers and coop ads.

All leading downtown jewelers, through the cooperation of the New England Jewelers Association, used window displays featuring the Ronson lighters with tieup cards, stills, etc.

A mystery Cadillac toured downtown Providence and various sections as announced by WRIB and Kaplan motors coop ads with Rhode Island registration 280. Any person identifying the car by stopping the driver was awarded dollars totaling the speedometer register, plus guest tickets.

Six Silverstein News Agency trucks were bannered and distributed tack cards to all dealers tying in with the Newsweek Judy Holliday story.

Decca Records went all out in assisting in promoting various other windows and counter displays featuring the record and sheet music.

Other merchants were talked into coop ads on the "Solid Gold Buys" idea.

Chuck Stevens, WPAW, led off the radio and TV stunts with an auto past and present contest with listeners asked to

SHOWMANSHIP SWEEPSTAKES

1955-56 SERIES Finalists In Contest No. 76

George Nonamaker

Editor

write on a penny postcard lists of as many past and present makes of automobiles as possible, with winners receiving guest tickets to the theatre.

RUNNER-UP NUMBER 1

DRIVE-IN STUNTS

Submitted by Larry Capillo
Oxford Drive-In, North Oxford, Mass.

991 cars • 70 cents top admission
General drive-in patronage.

In thumbnail fashion we give below many of the exploitation and "gimmick" stunts used during the past season to attract patronage to our drive-in. Of course, the highlight was the Thunderbird, Junior, giveaway.

First, we continued our "Dinny Drive-In Safety Club." Membership cards are issued to kids under 12, and members are entitled to participate in scheduled games and contests with prizes, concessions at our concessions stand, and occasional free admission, when accompanied by adults. Signed applications state, "I promise to be careful at all times, crossing streets, at play and while in the drive-in theatre." We added over 300 names to the 777 we had at the end of last year and which were carefully screened. Dinny is sold in our ads, over our public address system, and on window cards, and on signs at our snack bar, and by a special trailer. It's an inexpensive good will building stunt.

We hold automobile bumper night once weekly. Over 550 bumper strips were issued and we found we were giving out ON REQUEST about 40 to 50 each bumper night, when all cars bearing the strips were admitted free and the only night when the strips were issued.

We found that free live pony rides for the children were considerable draw as an activity when held on a regular night or nights. Children lined up at the playground for their rides and the parents were quite pleased and enjoyed watching the children. A sulky ride was later added and also proved popular; and we tried photo night one time in a tieup with a local photographer, who gave us a flat rate on taking photos of the children on the ponies. This drew well and we believe more than paid for itself, although weather did not favor us.

Another kid stunt was free rides at nearby Kiddyland, particularly a tiein for free miniature train rides for the first 100 children attending certain nights.

Of course, we used the midnight jinx night and spook night double features on Friday, the 13th and several other appro-

priate occasions. Every 13th driver was admitted free, etc.

Another stunt that paid off was some date nights at which time the boy friend was admitted free if the girl was the driver, and paid the admission. Cooperating merchants donated as many as 100 gifts for prizes on these nights. We grossed better than \$200 more than regular midweek nights on this stunt.

Other stunts that proved popular and got us attention were free milkbones for dogs; free lollipops for kids; horseshoe pitching contest in front of our playground area; "Night Owl" shows prior to holidays; Cartoon Show in addition to regular two features on KIDDY DAY, at which time the cartoons were shown FIRST, and the kids received certain concessions at the candy stand, and a few prizes for contests staged in the play area before show time.

Our BIG stunt was the Thunderbird, Jr., giveaway. Briefly, this was a huge success. Three merchants participated in the giveaway of the \$425 (retail) item, which we obtained at 30 per cent off for cash. The merchants absorbed the cost by purchasing screen time for six weeks. All selling on the screen, newspapers, heralds, other means, was paid for by us. The trailer explained the giveaway. Lucky number blanks were issued, bottom of heralds, in newspaper ads, etc., deposited in ballot boxes. Ballot boxes also spotted in cooperating merchants' stores. Ballyhoo truck used to exploit the giveaway and travelled streets of Oxford and nearby communities, parked in front of cooperating merchants' stores; and in front of drive-in screen each night. Actual demonstrations of the Thunderbird, Jr., also made at the drive-in on an enclosed area in front of snack bar. Winner's number and name pulled from container at drive-in on previously specified night. Winner had to be 12 years old or younger. The Thunderbird, Jr., had speeds up to five m.p.h., ran on battery power, had foam rubber cushions, electric horn, headlights, etc.

RUNNER-UP NUMBER 2

ROTARY CLUB GOOD WILL

Submitted by Jack Dahmer
Jefferson, Beaumont, Texas

1728 seats • 75 cents top admission
General patronage.

At this time of the year, when our patrons seem to have so many activities that they cannot find time to go to the movies, and when our run-of-the-mill product seems to be very routine, I feel that it is greatly to our advantage to get

EXHIBITORS HAVE DEPENDED ON REPU

LOVER...OR LOVE-MAD?



AVAILABLE NOW

HERBERT J. YATES presents

A Woman's Devotion

STARRING
RALPH MEEKER · JANICE RULE · PAUL HENREID
with **ROSENDA MONTEROS** · Produced by **JOHN BASH · PAUL HENREID** · Story & Screenplay by **ROBERT HILL** · A REPUBLIC PRODUCTION
TRUCOLOR by Consolidated Film Industries

A SUSPENSE DRAMA

sparked by the lovers of the Broadway hit, "PICNIC"

BOXOFFICE PICTURES FOR 20 YEARS

*and Republic
continues to deliver!*

**UNZABUKU
THE MAVERICK QUEEN
DAKOTA INCIDENT
THUNDER OVER ARIZONA
A STRANGE ADVENTURE
LISBON**

**DANIEL BOONE, TRAIL BLAZER
SCANDAL, INC.**

THE MAN IS ARMED

ABOVE US THE WAVES



TEARS FOR SIMON

IN EASTMAN COLOUR Processed By Consolidated Film Industries
DAVID FARRAR • DAVID KNIGHT • JULIA ARNALL

THE CONGRESS DANCES

CinemaScope TRUCOLOR by Consolidated Film Industries
JOHANNA MATZ • RUDOLF PRACK • HANNELORE BOLLMANN

ACCUSED OF MURDER

NATURAMA TRUCOLOR by Consolidated Film Industries
DAVID BRIAN • VERA RALSTON • SIDNEY BLACKMER

AFFAIR IN RENO

NATURAMA
JOHN LUND • DORIS SINGLETON • JOHN ARCHER

DURANGO GUNFIGHTER

NATURAMA
ANNA MARIA ALBERGHETTI • BEN COOPER • JIM DAVIS

as many people in the theatre as possible by any means.

So was born the idea of having our local downtown 309-member Rotary Club meet in our theatre. It was arranged so that the Club requested that we allow them to meet in the theatre, and to furnish them a box lunch, which we prepared in our drive-in confectionary department. In addition, they had their choice of cold drink. This was billed to the Club at 95 cents per box. As the members usually pay \$1.50 for their meals at the hotel, it was arranged so that the difference of 55 cents would go to the Club project committee, which greatly increased the good will we received. The theatre realized, even at the 95 cent price, our usual profit on the sale of the lunches, which, incidentally, amounted to more than 20 per cent of that entire day's gross at the box office.

In addition, we ran a football short and a Robert Benchley short for the Rotarians, for which they paid us a nice fee.

Our theatre regularly opens at 11.00 a.m., so there were a few of our matinee customers in the house at the time of the meeting. However, they were disturbed only to the extent of a three-minute stage announcement by the Rotary president.

All in all, it was a most successful stunt—the theatre made a nice profit; and we gained a tremendous amount of good will among some of the leading men of our community, as well as having some of them in the theatre who had not even attended once since the advent of wide screens.

In addition, we received some very favorable publicity in the newspapers and in the Rotary Club bulletin in connection with our having the Club meet in the theatre.

What the Club thought of the idea can be gathered from the following quotation from their letter of thanks to the theatre:

"... The football film and the Benchley short very very good and a happy choice, and the chicken box lunches excellent. I know that the details of putting on such extras in connection with your regular features caused a great deal of work, and we appreciate the thought and effort that you gave to this meeting. It was a most enjoyable hour..."

RUNNER-UP NUMBER 3

"PEPSI-COLA MATINEE"

Submitted by J. M. Mahon
Orpheum, Prince Albert, Sask., Canada
760 seats • 50 cents top admission
Rural and urban patronage.

This tieup with the Pepsi-Cola Bottling Company worked fine for us; and, doubt-

less, can be duplicated by other exhibitors.

We used an old Roy Rogers feature and three cartoons for the special show which started at 10 a.m. and with admission six bottle caps from Pepsi-Cola.

The first advertising started about three weeks before the show, when it was announced in the theatre, and on our regular radio advertising. This was continued until playdate.

Pepsi-Cola had special coop signs made. These were placed in every drinking fountain in and around the city. The theatre placed these cards on the best locations downtown, while Pepsi-Cola covered the outlying districts. The cards mentioned the six bottle caps admission and the special Roy Rogers show.

One week prior to the special show, Pepsi-Cola put in a most attractive display in our lobby. Prizes, awarded to holders of lucky numbers at the show, were a boy's and a girl's wrist watch donated by the theatre; two beautiful dolls donated by Pepsi-Cola; and 26 cartons of Pepsi-Cola also donated by the soft drink company.

It was necessary for us to run two complete shows, with the prizes being drawn for after each showing of the western feature. We were full at 9.45 a.m. for the first show. We had to turn away about 200 kids who could not get in for the second show. In all there were around 1,600 kids in the theatre for the two shows.

The kids liked Roy Rogers so much, that we decided to replace some of our regular matinees with Roy Rogers features and just recently played the first one to a capacity house.

RUNNER-UP NUMBER 4

DISC JOCKEY SHOW

Submitted by Otto Settle
Seemore, Seymour, Wisc.

460 seats • 60 cents top admission
Small town and rural patronage.

With the realization that rock 'n' roll is the most contagious entertainment trend of the current era we recently jumped on the band wagon.

In this campaign we gave nothing away except downright good entertainment, with a special appeal to the teenagers.

In promoting a disc jockey to appear on our stage to simulate a radio broadcast, we made the selection with the teenager in mind; and out of necessity we were required to approach one from a neighboring city as our town is too small for a station. Convincing the disc jockey that we would be enlarging his listening audience from our drawing area, he obliged us for a very small fee.

Daily radio plugs were received for the theatre playdate gratis for three weeks prior to actual appearance and they were gradually stepped up as the date approached. The D.J. made appeals for written requests of favorite recordings, which he, in turn, would play back from the theatre stage on the night of the personal appearance. Fans of the disc jockey were recruited to canvass the grade and high schools for new fans with amazing results.

The local newspaper was primed with releases and stories regarding the first of its kind of entertainment in this small

Holiday-Pac Plans Package Giveaway

NEW YORK—Holiday-Pac, a subsidiary of Sales Creators, Inc., has developed a sample package plan for distribution of manufacturers' product samples in theatres.

Initial plans call for tests in New York area theatres. Each female patron entering participating theatres will receive a free plastic package containing 15 sample size products during a particular time period, four times annually. The package will contain non-competitive items that can be used by all members of a family.

Theatres will publicize the Holiday-Pac contents by running a 90-second trailer showing products contained in the package for one week prior to the give-away and during the period the packages are given away. In addition, theatres will display the actual products in their lobbies and use a 40 by 60 inch poster calling attention to the promotion.

Contracts are being concluded with several theatre chains comprising 100 theatres in the New York area. The first promotion is planned for January-February. The Holiday-Pac promotion is expected to be expanded nationally in the near future.

"Chasing Sun" Contest Set

NEW YORK—A nationwide exploitation contest for theatre managers in the United States and Canada whose theatres will play Warners' "Chasing The Sun," a WarnerColor Featurette, has been set with the cooperation of the many Florida state attractions which highlight the motion picture, and many of the Miami Beach Hotels, it was announced by Warners. Contest, which runs from Dec. 1, 1956, through June 15, 1957, will send 15 winning theatre managers and their wives on a two week all-expense paid trip to Florida.

Picture was accorded a gala world premiere in three houses in the Miami area.

community; and as a result front page space was allotted the feature. Still other stories announcing the playdate; and a lobby get-together with the disc jockey and fans for autograph signing proved to be a most popular phase of the program. The youngsters almost mobbed the disc jockey.

Another highlight of the disc jockey's program was the distribution of the recordings played to members of the theatre audience, those first requesting the numbers in writing.

The feature film attraction for the evening was aimed at teenage favor and received normal promotion with programs, window cards, etc. with the ad budget not raised at all. All radio plus school contacts, newspaper stories, and fan club activity were free with the satisfying results of a three year house attendance record being rang up on the engagement and use of the balcony required for the first time in three years.

The disc jockey was Bob Bandy radio station WAPL.

It's altogether possible that other exhibitors are overlooking a sure draw by not rounding up a local d.j. for a p.a. in their houses.

MOTION PICTURE EXHIBITOR

— AWARDS —

\$100⁰⁰ Per Week

TO THE WINNER

OF

SHOWMANSHIP SWEEPSTAKES

YOU, TOO, CAN COLLECT!

SEND YOUR ENTRY IN NOW!

IT'S A ROCK'N ROLLER COASTER RIOT!

**LOOK IT NOW
AND CASH IN ON
THE COUNTRY'S
NEWEST CRAZE!**



BUD ABBOTT and LOU COSTELLO

**DANCE WITH ME,
HENRY!**

Featuring GIGI PERREAU · RUSTY HAMER · MARY WICKES · TED DE CORSIA · RON HARGRAVE

Screenplay by DEVERY FREEMAN · Produced by BOB GOLDSTEIN · Directed by CHARLES BARTON · Released thru UNITED ARTISTS

Lou gets the beat in the coolest session that ever rocked the screen!

**THRU
UA**



The International Scene

Canada

House To Be Razed, Bookings Shifted

TORONTO—Even before the opening of the Elvis Presley film, "Love Me Tender," at Shea's here, manager Leonard Bishop expressed fears. His fears were well-founded.

Mind you, Len was hopeful that the teen-agers would keep the turnstiles busy, and it had already been decided that his house should be torn down, but "Let them wait at least until the wreckers come to the job," pleaded Len.

The kids didn't tear the place apart, but they did create sufficient outburst to draw from both local papers headline stories complete with pictures of the thousands of kids who turned out for the Saturday morning show. Not bad publicity, thought Bishop.

Bishop continues in the news as he was appointed manager, Hollywood, Toronto, which is to be linked in a first-run day-and-date schedule with 1,485-seat Palace in the east and the Runnymede, 1,585-seater in the west. Famous Players has taken on a long-term lease for the Hollywood from Theatre Holding Corporation, Ltd., a subsidiary.

CINE CHATTER: Al Iscove was appointed sales representative of 20th-Fox



Warners' "Giant" recently received unusual attention-getting publicity in Tokyo through the use of the above float which was entered in the Shriners' Parade in Japan's capital city.

in Toronto under Victor Beattie. Iscove was recently with Paramount as a special representative and later Toronto branch manager. . . . Loran Wambach was moved from Halifax by Odeon Theatres to take charge of the circuit's Odeon, North Sydney, and Strand, Sydney Mines, both locations suburbs of Sydney, Nova Scotia. . . . A benefit show for the Expansion Fund of the Ross Memorial Hospital, Lindsay, was held at the Century through the courtesy of manager Ken Garbig and Twentieth Century Theatres. . . . Robert Christie was moved from the Odeon, Kingston, to the Christie, Toronto. He was replaced by E. D. Burrows, formerly of

the Odeon, Brantford, while G. E. Foley, Odeon, Trenton, became manager, Biltmore, Kingston. . . . Mrs. Eva Delaney, 64, connected with the operation of the Delany, Gananoque, for many years, died. Mother of nine children, she enjoyed the same affection and admiration in the motion picture community as she did in her home town. . . . Another death in the motion picture fraternity was that of John West, who for many years was manager, Savoy, Cardinal, Ont. . . . A special Christmas card to benefit Variety Village has been printed by Toronto Variety Tent 28. The cards are sold to barkers, with proceeds to the Village. . . . Western Jamborees, held at the Strand, Sydney Mines, consist of local talent and a number of Cape Breton TV western stars.

Roy Tash, Associated Screen News, which supplies 80 per cent of Canadian newsreel content, is photographing the good will tour around the world being made by the Honorable Paul Martin, Minister of Health and Welfare. . . . J. Kent Craig, operator of three houses in Hamilton, Ont., has leased the 441-seat Capitol, Paris, from Premier Operating. The house was closed for a year. . . . Fire in Arthur Mitchell's 250-seat Mayfair, Port Elgin, N.B., caused damage estimated at \$30,000. Another \$600 damage was done to Odeon's Capitol, Moncton, N.B., by a fire in one of the washrooms during a Saturday matinee. The blaze was confined by quick work of the staff. . . . Charles Cashman, Photo-Engravers, Ltd., engravers to the industry, was returned as deputy reeve of York Township for the 12th time by acclamation.

—HARRY ALLEN, JR.

. . . IT'S NEW . . .

WILLIAMS PERLITE SCREEN

AFTER MUCH RESEARCH WILLIAMS SCREEN COMPANY HAS ACCOMPLISHED WHAT HAS BEEN THE GOAL OF SCREEN MANUFACTURERS FOR MANY YEARS—THE DEVELOPMENT OF A FINISH WHICH HAS THE BEST FEATURES OF BOTH WHITE AND SILVER SCREENS. THE HIGH GAIN REFLECTIVITY OF SILVER AND THE GREATER LIGHT DIFFUSION OF WHITE ARE ACHIEVED WITH THIS NEW FINISH. THE SCREEN IS ALSO WATER-PROOF, STAIN AND SCAR RESISTANT AND EASILY WASHED.

SAMPLES ON REQUEST

WILLIAMS SCREEN COMPANY

1674 SUMMIT LAKE BOULEVARD

AKRON 7, OHIO

Variety To Solicit Public For Camp Fund

ALBANY—The Variety Club, which launched its 14th annual Denial Drive on behalf of Camp Thatcher with a meeting of Big Brother cochairmen and a canvassing of possibilities, will make a public solicitation for funds in January.

Officers hope to wind up the campaign in March. By then, they will know the budgetary requirements of the Variety-Albany Boys' Club summer base at Thompson's Lake.

The Times-Union, which cooperates with Tent Nine in publicizing the yearly promotion, printed three articles about the Boys' Club, which has been expanded with two new clubhouses, the result of a \$500,000 drive conducted by Variety.

Al Kellert, as chief barker, is ex-officio chairman of the Denial Drive. Attorney and crewman Lewis A. Sumberg coordinates the Big Brother end.

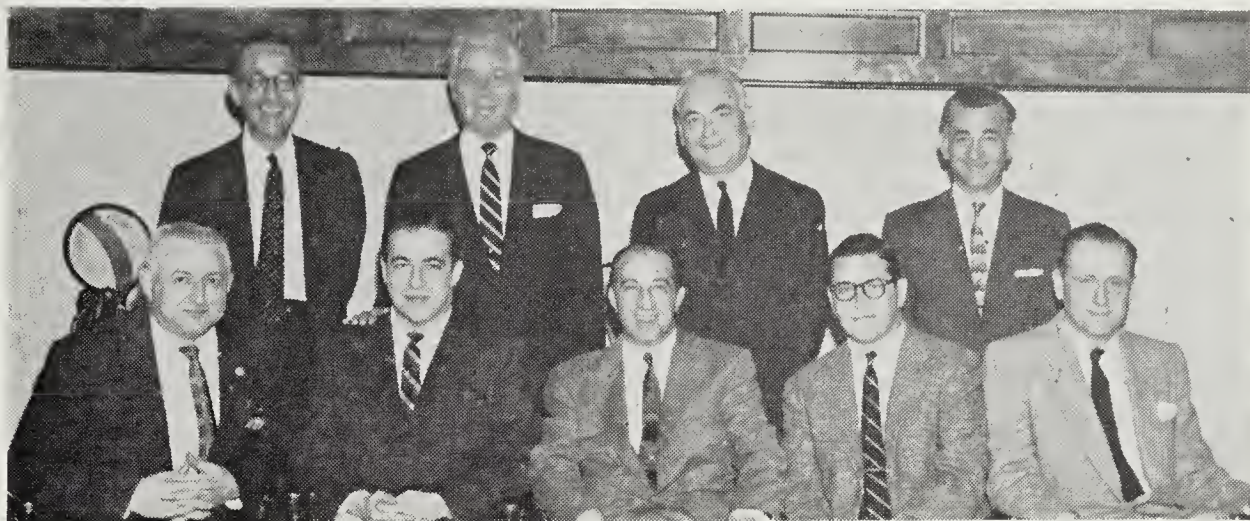
Albany

The Universal Pep Club paid its respects to Eric Ziegler, salesman transferred to Detroit. Branch manager Norman Weitman presented Ziegler with luggage on behalf of the club. Ziegler began here as an assistant booker in 1950 and later worked as a traveling auditor, returning here a year ago as salesman. His local position will not be filled, which leaves Universal with one salesman, the veteran Eugene Lowe. . . . Bill Graham, one-time Altec engineer serving the Schine Circuit and now a Schine executive, visited WPTR, local radio station owned by the Schine interests and managed by Duncan Mounsey, former film documentary producer. Graham's official title is chief construction engineer for Schine Hotels. . . . Without fanfare, a preliminary survey has been started of possible replacements for the New York State motion picture licensing law in the event that the Court of Appeals or the United States Supreme Court completely invalidated it. The state's highest tribunal is scheduled to hear arguments at the January term in the appeal brought by State Department of Education and Regents from the recent unanimous decision of Appellate Division, Third Department, reversing the Board on "Garden Of Eden."

Atlanta

Colonel T. E. Orr, former Enterprises owner, returned to his Atalla, Ala., home following a stay in the Ponce de Leon Hospital here. . . . Mary Bridges, Martin's booker, was recuperating from surgery in the Georgia Baptist Hospital. . . . Mitchell Little, formerly of Charlotte, was appointed as Kay Exchange sales representative by president Ike Katz. . . . The Piedmont Drive-In, Piedmont, Ala., switched to a weekend schedule for the winter. . . . R. L. McWilliams, Howco, and his wife became the parents of a son. . . . Joe Hart took over buying and booking for the Bel-Air, Colonial, Donelson, and Warner Park Drive-In, Nashville, Tenn. . . . James Reynolds, Union Point, Ga., exhibitor, has recovered from an illness. . . . R. N. Thomas, formerly of Blackshear, Ga., and Nash-

NEWS OF THE TERRITORIES . . .



This is the new crew of the Albany Variety Club, Tent Nine. Front row, left to right, Aaron Winig, property master; Norman Weitman, first assistant chief barker; Al Kellert, chief barker; Irwin Ullman, second assistant; Max Zuckerman, dough guy; and rear row, left to right, Lewis A. Sumberg, Eugene Teper, Dr. A. I. Milstein, and Arthur Green. Not shown are Jack Hamilton and Simon Backer.

ville has been appointed city manager, Stein circuit, Ashburn, Ga., replacing T. A. McDougal, now Jacksonville manager. Thomas will handle the Turner and Joy Drive-In at Ashburn. . . . The WOMPI luncheon for November was held in the Variety Club, presided over by president Jackie Cowart. Service chairman Lois Cone was in charge of the program.

Boston

Independent Exhibitors, Inc., of New England, a unit of National Allied, was to hold a regional meeting in the Narragansett Hotel, Providence, R. I., for all Rhode Island exhibitors today (Dec. 12) at noon. Edward Lider, president, will report on the results of the Allied convention in Dallas, to be followed by a question and answer period. Attending with Lider from Boston are Carl Goldman, executive secretary, and Norman Glassman, chairman of the board. Ted Rosenblatt and Melvin Safner are chairmen from Rhode Island. . . . Miss Alice Tanzman, partner with Norman Poretsky, Wholesome Film Center, died suddenly. Funeral services were held at Stanetsky's Funeral Chapel. . . . Manny Youngerman, United Artists' new sales manager, has arrived at his desk. He replaces Al Glau-binger, who was promoted to branch manager, Buffalo. . . . Eddie Comi, Massachusetts Theatre Equipment Company, has installed new Century projectors, and Robbin-Arc rectifiers in the Kenmore for the showing of MGM's "Lust For Life."



Karl Fasick, Loew's, Boston, used this bally recently for Columbia's "You Can't Run Away From It," State and Orpheum. The girl was clad in pajamas and carried a wedding gown.

Wilby Feted At Dinner To Mark Retirement

ATLANTA—R. B. Wilby, president, Wilby-Kincey Theatres, and a director, American Broadcasting-Paramount Theatres, was honored by a dinner at the Capital City Country Club last week on the occasion of his retirement on Jan. 1. Leonard Goldenson, AB-PT president; Sidney Markley, AB-PT vice-president; Mike Kincey, Wilby-Kincey, Charlotte; E. V. Richards, New Orleans, and many other friends and business associates were in attendance.

Wilby was graduated from Georgia Tech in 1908 and shortly thereafter founded his own theatre company. In 1911, he became first in the industry to show motion pictures continuously without stopping to change reels. From a small beginning in Selma, Ala., the circuit has continued to grow and now operates throughout this state, North Carolina, South Carolina, Alabama, and Tennessee with more than 100 theatres.

In 1935, the Wilby-Kincey organization was sold to United-Paramount Theatres, Inc., but Wilby has continued to direct the circuit's operations up to the present time.

Buena Vista sent out invitations to a "Cinderella" luncheon in the Sheraton Plaza this week to announce showmanship plans for the launching of the re-issue Walt Disney film throughout New England in February. Herbert Schaefer, New England manager, was to be at the head table.

Filmack's

TEASERETTES

are catching on fast!

Use 'em for

- PREVIEW TRAILERS
- CROSS PLUGS
- ADVANCE

These short, snappy talking trailerettes are just what you've been waiting for.

No contracts, no returns. Write for information!

FILMACK

1327 S. WABASH CHICAGO, ILL.

Exhib Found Guilty In Underreporting Suit

CHICAGO—Superior Court Judge Richard Austin entered two judgments against the Melbro Amusement Corporation, operator, Rockne.

In one case, the judgment was in favor of RKO for \$1,677 and, in the other, in favor of Universal for \$2,223.

In each case, RKO and Universal had charged Melbro with breach of contract and fraud in connection with alleged underreporting of film rental percentages. A total of \$5,590, plus punitive damages, had been demanded by the two distributors.

Saul Meltzer and Bene Stein had been named as individual defendants in the fraud charge. All of the defendants agreed to the entry of the judgment against the corporation.

Funeral services for Mrs. Adolph Smith, 81, New York, were held in the Riverside Chapel here. She was the mother of Philip Smith, president, Smith Management Company, and the grandmother of Richard A. Smith, vice-president. . . . Gina Lollobrigida was slated to make a personal appearance in the Keith Memorial last week on the opening day of 20th-Fox's "Beautiful But Dangerous." The world premiere was to give proceeds to the Hungarian Relief Fund. . . . Irving Lashin, Bridgeport, Conn., has taken over the Community, Mechanics Falls, with the opening date set for around Christmas. The theatre has been closed about seven months. . . . Al Randall, who owns the property housing the Bethel, Bethel, Vt., is set to operate the theatre after Jan. 1, with Harry Hudson as manager. The house, closed for a year and a half, at one time was operated by Jack Champlain. . . . Ray Little and his wife, who own the Colonial, Milbridge, Maine, are spending the winter touring as a cowboy singing act. They have left the operation of the theatre in the hands of Mrs. Little's mother.

Ray Feeley Associates signed a long term lease on the State, East Milton, Mass., with the owner, Amory Theatres, Inc. Feeley is changing the name to the Milton Art, with a new policy of art pictures for evening performances only and a special children's matinee on Saturday. . . . Kenneth Forkey, Park, Worcester, Mass., is recovering from surgery at his Laconia, N. H., home, but is returning to Peter Bent Brigham Hospital after the first of the year for further surgery. . . . Edward Sokolowski, Royal, Lowell, Mass., has been accepted for membership in Independent Exhibitors, Inc., of New England. . . . Mrs. Louis Richmond, wife of the owner, Kenmore, was a patient in Peter Bent Brigham Hospital for surgery. . . . Daytz Theatre Enterprises is now handling the buying and booking for two theatres in Woonsocket, R. I., owned and operated by Arthur Darman, with Ben Greenberg manager. . . . Harry Kirchgessner, who retired recently from National Screen Service after 28 years with the company, now is residing at 2506 South Milmar Drive, Sarasota, Fla.



Howard Rutherford, manager, Loew's, Indianapolis, recently had this street bally enacted for Columbia's "You Can't Run Away From It." What with all the topcoats in evidence it must have been some trick just to get the girl to work in that outfit.

PROVIDENCE, R. I., NEWS—Nelson Wright, manager, Avon Cinema, is leaving theatre business to enter private industry. . . . Sergeant George Blessing, amusement inspector and film censor for the City of Providence, was recently promoted to lieutenant. . . . In conjunction with the promotion of his gift books of theatre tickets, Phil Nemirov, RKO Albee manager, is giving cuff-link and tie-clasp sets to male purchasers, and earrings and brooch sets to the feminine patrons. . . . Bill Trambukis, Loew's State manager, is another local operator to feature gift books of tickets as Christmas gift suggestions. . . . It is reported that the Stanley Warner interests will take over the reins at the Majestic. No information about personnel changes was available.

Buffalo

Richard S. Levy, president of the new Channel 59 television station, WNYT, stated that the station intends to offer top-flight feature films, many of which have never been shown in this area, in prime evening slots, 8:30 or nine o'clock. . . . William Brereton, Basil circuit director of advertising and publicity, was to be confined to the hospital for two to three weeks following surgery. . . . Variety Club chief barker Elmer F. Lux was master of ceremonies for the fourth annual banquet of the local chapter of the National Conference of Christians and Jews in the Hotel Statler. . . . Area exhibitors were lauded by Paul B. Hollihan, radio-TV-film director, 1956 Community Chest-Red Cross Appeal, for their cooperation in the recent drive.

Charlotte

A charter of incorporation has been granted Stan-Max, Inc., to produce, rent, sell, and display motion pictures. Authorized capital stock is \$100,000, with three dollars stock subscribed by Elmer Rouzer, Emily Ducey, and Carlton Fleming, all of Charlotte. . . . Iredell Hutton, manager, National, Greensboro, N. C., has been promoted by North Carolina Theatres to city manager, Burlington, N. C., succeeding A. A. Alston, who resigned to enter another business. Richmond B. Gage replaces Hutton at the Greensboro post. . . . Sam L. Irvin, secretary and treasurer, Plaza, Asheville, N. C., was nominated for election to the board of directors, Asheville Chamber of Commerce. . . .

Business Aid Ideas Welcomed In Texas

DALLAS—Bob Meyers and Norman Feinberg, idealistic young men recently off the campus of New York University, were here recently on assignment for Columbia. They were given carte blanche by the studio and members of the Texas Drive-In Theatre Owners Association to scrutinize theatre operations, with an eye toward improving existing conditions.

"We hope to analyze the situation locally and make certain general recommendations which can be projected on a national level," Meyer said. "Business can be improved and we hope to discover how that can be accomplished." Feinberg said he received "splendid" cooperation from Dallas drive-in owners and "we are making headway."

Abe Montague, Columbia vice-president and general sales manager, organized the tour for Meyers and Feinberg and they will report back to him. "This is the first time a distributor has taken an active part in improving business for an exhibitor," Meyers noted. "We feel this will lead to closer relations between the two, and that in itself should help business conditions tremendously."

Charles H. Lewis, manager, Center, Durham, N. C., recently presented the theatre's annual trophies to the best players on the Duke University and Durham High School football teams. . . . The Variety Club's new chief barker is Charlie Trexler; Ray Ervi is first assistant, H. H. Holston second assistant, Bob Simril property master, and John Vickers, Sr., is dough guy.

Chicago

More than 5,000 Howard and Norshore admission tickets have been purchased by the Howard Chamber of Commerce for distribution by merchants as Christmas gifts. . . . The Gem, Beardstown, Ill., reopened after several months' closing. . . . William Hollander, veteran publicity and public relations chief, Balaban and Katz, relinquished his duties to Eddie Seguin, who has been in the department for 20 years. Hollander and his wife are set for an Australian sojourn following a visit with a son in Los Angeles. . . . Fred Bunkelman joined the Universal staff as salesman. . . . Tom Dowd, Ziegfeld, was called to New York by the illness of his father.

Spiro Pappas, executive vice-president, Alliance Amusement Company, became the father of a son, Gregory, named after the Alliance president. . . . The Indianapolis Co-op Theatres, headed by Pete Fortune, moved its offices to the Cinema, which it took over from Ernie Miller. . . . The McVickers shortened "The Ten Commandments" intermission from 10 to five minutes. . . . The 66 Drive-In installed in-car heaters and will remain open all winter. . . . Jack Kirsch, president, Allied Theatres of Illinois, attended the National Allied meeting in Dallas. . . . French Miller, Universal salesman, was treated at a Herrin, Ill., hospital for a mild heart attack. . . . The Manor reopened after refurbishing.

Downstate reopenings include the Gcm, Mascouta, managed by George Dee, Jr.;

New Officers Named By Denver Barkers

DENVER—Variety Club, Tent 37, has named Jack R. Felix, Allied Artists branch manager, chief barker for 1957. Others named include Jim R. Ricketts, Paramount branch manager, first assistant; Robert G. Sweeten, Centre manager, second assistant; Joe B. Stone, National Theatre Supply branch manager, dough guy; and Bruce Marshall, Columbia salesman, property master. The crew includes Duke Dunbar, attorney general of Colorado; Marvin Goldfarb, Buena Vista district supervisor; Fred Knill, office manager, Gibraltar Theatres; Jack Wodell, Paramount; Phil Isaacs, Paramount division manager; and Robert Lotito, publicity man.

About 35 members of Variety were entertained at the University of Denver, which is the location of the University of Denver-Variety Club Child Clinic, the major charity outlet for the Tent. Short talks were made by faculty members, and Variety members were favorably impressed with the work being done.

Granada, West Salem; Home, Oblong, managed by Ben Pennell; and Ritz, Crossville, George Barnett, manager. . . . Jack Kirsch, president, of Allied Theatres of Illinois, reported, as chairman of the theatre and amusement division, Community Fund drive, that his workers achieved 105 per cent of quota. . . . Walter Graves, 71, sales manager, Mills Industries, died. . . . The Tower is planning an appeal in its \$2,000,000 anti-trust suit against all the majors and Balaban and Katz, which it lost after a jury trial in U.S. District Court. . . . Columnist Irv Kupcnet offered two tickets to "My Fair Lady" in New York to the highest contributor to La Rabida Sanatorium, Variety Club's main charity. The pair went to adman Sam Perlstein. . . . Henry Porter, National Screen, is better after a hospital stay. . . . Jack Albertson was named Vogue manager, East Chicago.

Cincinnati

Preparations for an unusually active holiday period are underway along Film Row, with several main office publicity men in to help promote films scheduled into local houses. Among them were Al Margolin, promoting RKO's "Bundle Of Joy"; Robert Mochrie, for MGM's "Guys And Dolls"; and Sandy Weiner, Continental Films. Also in was George Schur, head of Paramount branch operations. The local exchange won the first place shipping award in the second phase of the company's sales drive, and was running first in the third phase. . . . Distributors Corporation of America has opened an office at 1714 Logan Street for the Indianapolis and local areas. Murray Baker, formerly IFE representative, is branch manager, and William Garner, formerly with Buena Vista, is office manager. . . . James Velde, United Artists' general sales manager, was honor guest at a luncheon in the Hotel Netherland-Hilton, attended by numerous Film Row executives and area exhibitors. . . . Ray Frisz, Chakeres Circuit, Springfield, O., is recovering from a heart attack suffered while visiting friends in Texas. He was enroute to



Jack Fink, Park, Tampa, Fla., recently used this crowd-stopping display to publicize his showing of U-I's "Unguarded Moment."

Caracas, Venezuela, to visit his brother. . . . Nelson Burwell has sold the Burwell, Parkersburg, W. Va., to the JUR Circuit. . . . The annual Christmas party for 20th-Fox personnel will be held Dec. 15 in the Hotel Alms. . . . William Canter, assistant manager, Murphy, Wilmington, O., has been promoted to manager, Colony, Hillsboro, O., replacing William Clifford, resigned. Both are Chakeres houses.

COLUMBUS, O., NEWS—Leo Yassenoff, Academy circuit, was reelected vice-president, Columbus Boys' Club. Floyd Gooding, carnival operator and head of Zoo Park, was reelected president. . . . Loew's Ohio and Loew's Broad are selling Christmas gift books for the first time. RKO Theatres are selling similar books. . . . Barton Cook, Moonlight and Del-Air Auto Theatres, Chillicothe, O., is the newest member of Independent Theatre Owners of Ohio, secretary Robert Wile announced. . . . Ohio exhibitors attending the Dallas National Allied meeting included Louis Wiethe, Cincinnati; Jack Needham, Columbus; Ruben Shor, Cincinnati; Richard Myers, Chillicothe; Marvin Frankel, Elyria; Leland Krieg, Nelsonville; George Walker, Woodville; Park Belden, Akron; Robert Morrell, Cincinnati; Vincent Lauter, Barberton; and Horace Adams, Cleveland.

Cleveland

Republic branch manager Jules Livingston has received a letter from Herbert Yates, president, stating categorically that there is no plan to close any of the company's domestic branches and that production at the studios will start in late January. . . . The 27-day newspaper blackout ended last fortnight with contract agreements signed with all of the affiliated crafts. . . . Harry Rafka, long-time member of the Community Circuit, has made a complete change. The former manager of the Lower Mall is now one of the treasurers at the Palace, where Cinerama is playing. . . . Leonard Steffens, veteran member of the Columbia exchange, has just been appointed sales manager and office manager by branch manager Jerome Safron. This is a new combination of activities. . . . August Ilg, former owner, Ohio, Lorain, O., who maintains an interest in show business though retired, says that "not since I played 'Ben Hur' have I seen such crowds as came to the Ohio to see 'Friendly Persuasion'." Manager Dick Klein put on a big promotion campaign for the engage-

Variety Radio Show Launched In Houston

HOUSTON—"Variety," a new Saturday radio show, is being carried on six of the eight local stations, with the other stations broadcasting the show on Sunday. The six stations presenting the Saturday program are KPRC, KXYZ, KTHT, KNUZ, KLBS, and KYOK. Those carrying the show on Sunday are KTRH and KCOH.

On the new show, Variety Club, Tent 34, will present a weekly program featuring performances by top entertainers donating their talents in behalf of the Club. Local chief barker Paul Boesch said that information about the work of Variety and the progress of the Houston Variety Boys' Club in combating juvenile delinquency will be provided also.

Boesch, Dick Gottlieb, and Fred Nahas were the masters of ceremonies for the first airing. "Variety" will be produced by Murray Getz and co-directed by Bob Blase and Ken Bagwell. Fred Gibbons will be musical director.

ment including, a popular disc jockey in the theatre lobby playing Pat Boone songs. . . . Ted Levy, Buena Vista district manager, has booked "Secrets Of Life" into the Lower Mall as a special Christmas attraction.

M. H. Fritchie, Oliver Theatre Supply manager, is putting new equipment in Louis Ratener's Montrose Drive-In. This includes new projectors and lenses, necessitated by placing the projection booth back 100 feet from its former location. Ratener is building an entirely new concession building at an estimated cost of \$50,000. . . . Tony Reinman resigned as Columbia office manager to rejoin United Artists as head booker. His successor at Columbia was to be announced shortly. . . . Louis Eick, Martins Ferry, O., theatre owner and member of the board, Independent Theatre Owners of Ohio, was a patient in the Martins Ferry Hospital. . . . It was reported that Herman Kruse closed his Charve, Edgerton, O., until further notice. . . . Marshall Fine, Associated Circuit, reelected chief barker, Variety Club, for a second term, was clearing his desk in anticipation of a six-week trip to the west coast and Hawaii. . . . Cleveland Motion Picture Exhibitors Association holds its annual general membership meeting to elect officers on Jan. 8, time and place to be announced. . . . Irwin Pollard, head, Imperial Pictures, has set his package program, "Tedda" and "Apache Woman," in seven neighborhood houses for a simultaneous first-run engagement this week.

Dallas

Mack Gordon, composer who wrote music and lyrics for RKO's "Bundle Of Joy," arrived for a round of personal appearances. . . . Dallas' 15th annual community Thanksgiving service was held in the Majestic, instead of at the Palace. The change in location was made because of a previous commitment Interstate had made for the Palace. . . . A circle of Dallas friends, including Karl Hoblitzelle, John Q. Adams, and Bill Mitchell, Interstate; Dave and Jake Lutzer, local film men; oil tycoon Tex Feldman; and Paramount representative Bob Bixler accom-



Among those attending the recent opening of Cecil B. DeMille's Paramount release, "The Ten Commandments," Stanley Warner, Beverly Hills, Hollywood, Cal., were, left to right, Yul Brynner, DeMille, Anne Baxter, Charlton Heston, and Dr. William L. Young, national vice-president, National Conference of Christians and Jews.

panied R. J. O'Donnell to New York when he was honored as the industry's Pioneer of the Year. . . . Alfred N. Sack, owner, Coronte, Coronte, went to Hollywood to look into booking possibilities. . . . "Oklahoma!" closed its Tower run after a record-breaking 24 weeks. . . . Ed E. Euler has accepted a position with Herber Theatre Equipment, and D. O. Hules, formerly with Herber, has taken over as manager, Grove, for the Isley Circuit. . . . United Artists held a special screening of "The Peacemaker," the Hal R. Makelim feature. . . . The WOMPI inaugurated a series of screenings with the cooperation of local distributors. Members of the WOMPI act as hostesses to representatives of various local women's clubs. The project is in line with the group's objective of building goodwill for the industry.

Harrison C. Gunter is scheduled to open the new Depot Drive-In, McAllen, Tex. He operates two drive-ins at Alice, Tex. . . . Mr. and Mrs. Bigham, owners, Best, Holland, Tex., staged a special two-night showing of Columbia's "He Laughed Last," with the proceeds going to the Bell County Society for Crippled Children. There was also a special children's matinee.

Denver

Jack Scales is building a drive-in at Durango, Colo., to be named the Rosket and to have a 275-car capacity. . . . Robert Hazard, United Artists salesman, became the father of a son, born at Albuquerque, N. M. . . . Because of the noise made by teenagers at 20th-Fox's "Love Me Tender," Paul Lyday, Denver manager, set aside two nights for adults only. . . . Leonard Saye, rodeo performer, has built a new theatre at Lame Deer, Mont., to be named the chief. . . . Bob Hope was in for the kickoff dinner that inaugurated the \$3 million building drive at St. Anthony's Hospital. . . . Lou Astor, Columbia circuit sales executive, New York, and Wayne Ball, division manager, Los Angeles, were in. . . . Jim Rickette, Paramount branch manager, was instrumental in securing the use of "The Mountain" for a Hungarian relief show in the Denham. The use of the theatre and the help were donated by Mrs. Vera Cockrill, managing director, and the publicity chore was managed by Ted Halmi, who was born in Hungary but is a citizen of the U.S. . . . The Woodlawn, an 805-seat theatre being built by the Woodlawn Theatre Corporation, will open Jan. 15.

Des Moines

Charles Recker has announced the closing of the Iowa, Buffalo Center, Ia., after 25 years of operation. Recker said lack of patronage made it impossible for him to continue. This final show was a special screening for children. . . . The WOMPI Christmas party will be held today (Dec. 12). The women are selling fruit cakes and pecans as a money-raising project.

Houston

E. L. Pack, Steve Bakavitch, and Kenny Morris, Lone Star Circuit, were in visiting their Houston theatres. . . . The Hempstead Drive-In was burglarized for the eighth time this year, according to Jimmy Harris, manager. . . . Roy Gothard is the new manager, Red Bluff Drive-In. He succeeds Ray Fuller, who resigned to enter private industry. Gothard comes here from the Grove, Dallas. . . . Franklin Jones has resigned as manager, Pasadena Drive-In. He was replaced by Floyd Prater, Forth Worth, Tex. . . . Producer Edmund Grainger has the draft of the screen play of "Galveston" from writer Niven Busch and will leave soon for Hollywood to make preliminary arrangements. Filming will be done in color and almost entirely in actual locales of the story. . . . Grady Goodwin, who recently took over the South Houston, instituted a series of Saturday morning kiddie shows. Goodwin operates the South Houston in partnership with F. W. Stilwell.

Jacksonville

Officers of Variety Club Tent 44, for 1957 are Ted Chapeau, chief barker; Horace Denning, first assistant; Johnny

Miami Variety Elects MacLean Chief Barker

MIAMI, FLA.—George J. MacLean was recently elected chief barker, Tent 33, Variety Club. Others named were Harvey Fleishman, first assistant; Robert Green, dough guy; and the Allenberg, property master.

The crew comprises George Hoover, Jack Bell, Paul Brunn, Wallace MacCory, Jesse Weiss, and Harry Botwick. International canvasman is Sig Eisenberg and convention delegate is Ed Melniker, with Hal Kopplin, Jesse Weiss, and Abe Schonfeld as alternates.

One-Woman Censoring Of "Baby Doll" Blasted

MEMPHIS—The Memphis and Shelby County Board of Censors received a full column of criticism from a local amusement editor for the manner in which it banned "Baby Doll." The movie, the first Hollywood film banned in Memphis during 1956 since the retirement of the late Lloyd T. Binford as chief censor, was viewed only by one member of the Board, Mrs. B. F. Edwards, who stated that the picture was immoral, and refused to elaborate.

"We now have one-woman censorship, having formerly had one-man censorship," wrote Edwin Howard in the Press-Scimitar. "The Memphis Municipal Code calls for a five-member Censor Board. The film was banned by one member, the only one to see the screening. The doubtful legality of the ban is of far greater concern than the reason for it, but having seen 'Baby Doll,' 'immoral' seems hardly the word for it. The point of Tennessee Williams' ribald tale is that nothing of a sexual nature—moral or immoral—happens. The one-woman ban raises the grave question of whether Memphis is again to permit one person to assume the powers delegated by law to a board of five members. Under recent Supreme Court rulings, even this law is of doubtful constitutionality. For the opinion of a single member to be given the force of law is unthinkable."

Tomlinson, second assistant; Bill Beck, dough guy; and John Grovo, property master. . . . Maurice Magnan, Lake Shore, boosts his attendance and income with Saturday night stage shows. . . . Approaching completion is the new H. B. Meiselman theatre in suburban Arlington. . . . Dolores Burnette, Howco Exchange, is the new editor of the WOMPI monthly bulletin. . . . Motion Picture Exhibitors of Florida officially endorsed efforts of the Florida Congress of Parents and Teachers in seeing that theatres present only those motion pictures which meet Code requirements. . . . Walter McCurdy, AB-PT confection sales chief from New York, was spending several weeks in Florida with a crew of sales experts. . . . Employees of the St. Regis Paper Company mill will hold their annual Christmas party in the Florida. . . . Thirty San Marco merchants are sponsoring an all-day children's matinee in the San Marco on Dec. 21 so that mothers of the suburbs can have an uninterrupted shopping spree.

James L. Cartwright, 52, senior district supervisor, Florida State Theatres, who recently was elected treasurer, Motion Picture Exhibitors of Florida, died at Daytona Beach after a brief illness. A native of Chattanooga, Tenn., he had lived at Daytona Beach for more than 20 years, where he was active in civic affairs.

MIAMI, FLA., NEWS—Front page space was garnered recently in the Miami Daily News by Sonny Shepherd, Carib, Miami, and Miracle, when he got a group of teenagers to picket the newspaper because its motion picture critic, Herb Rau, took a dim view of Elvis Presley in 20th-Fox's "Love Me Tender." The stunt was covered by WTVJ newsreel and Fox Movietone

News. . . Jack Caplan announced that he has taken over the Variety, Miami Beach, Fla., and will present regular showings of vaudeville and first-run B pictures. The Variety has been remodeled. . . Lucille Ball and Desi Arnaz made personal appearances at the Variety Children's Hospital and were present at a dinner in the Bayfront Auditorium to raise funds for the hospital. . . Wometco announced it will hold employee Christmas parties in both the WTVJ Studio and at the Mary Elisabeth Hotel. At the latter event, special 20-year service awards will be made, as well as the awarding of lapel emblems to Old Guard members by Old Guard president Tim Tyler. Mrs. Mitchell Wolfson, wife of the circuit co-owner, will give her annual Christmas party at the Wolfson home for 225 children of employees. . . Special preview showings of "The Ten Commandments" were given by Florida State Theatres in the Colony and Beach, Miami Beach, Fla.

Los Angeles

The Belair Drive-In, between Valley Boulevard and San Bernardino Freeway on Valley West of Sierra Avenue, Fontana, Cal., opened last month. The spot has a 1,050 car capacity. . . Herb Jack, seating equipment salesman, and Bundy Smith, theatre supply representative, moved their offices to 1977 South Vermont Avenue. . . The Paradise, Westchester, has been acquired by Pacific Drive-In Theatres from Alex Schreiber. . . National Screen Service salesman Fred Weimer became a grandfather. . . The Variety Club's annual Christmas dance is slated for Dec. 22 in the Ambassador Hotel. . . Wally Wolf, son of Rube Wolf, Fanchon and Marco circuit, was in Melbourne as a member of the U.S. water polo team competing in the Olympics.

Memphis

Olin Fletcher Ferrer, 68, died of a heart attack at Summer Drive-In, where he worked as a projectionist. . . The Ritz, which will reopen shortly, is being completely remodeled inside to make it a more intimate and luxurious art theatre. Seating capacity will be 550, instead of 800, as before the fire. The seats will not be staggered, and the rows are to be wider. Jack Katz, manager, reports the walls will be a soft blue-gray, and that the seats will have gray backs with off-white bottoms. . . The WOMPI recently visited Happy Acres, a home for sick children, bringing blankets, sheets, undershirts, and many other garments. WOMPI has made Happy Acres its project for 1956-57.

Milwaukee

Russell Leddy, who resigned as manager, Orpheum, Green Bay, Wis., recently, will become Marcus Circuit director in that city when he returns from a vacation. . . Bennie Benjamin, Screen Guild, attended a midwest sales meeting in the Conrad Hilton Hotel, Chicago, given by American International Pictures Corporation. . . Bob Gross, manager, Smith's Blue Mound Drive-In, Elm Grove, Wis., was elected president, Blue Mound Road Businessmen's Association. Dick Grede, former Blue Mound manager, is now with an ozoner at Indianapolis. . . Universal booker Paul Schober became the father of a son.

Former Circuit Executive To Operate Five Houses

MILWAUKEE—Rance Mason, former district manager, Fox Wisconsin Amusement Corporation, has taken over the operation of five theatres in the upper Michigan peninsula. Mason bought outright the Lode, Houghton, and acquired on lease the Kerredge and Orpheum, Hancock; the Peoples, Laurium; and the Calumet, Calumet.

The leased houses are former units of the Martin Thomas Circuit, Iron Mountain, Mich.

Minneapolis

E. M. Hawkens has closed his Waubay, Waubay, S. D. Other closings in the area are John H. Wright's Granada, New Prague, Minn., and Henry Larson's Roxy, Battle Lake, Minn. . . The Robin, suburban Robbinsdale, is being converted into a laundry. . . Contract for the construction of the new Herreid, S. D., community theatre has been awarded to a construction firm in Eureka, S. D. . . The City Council of West St. Paul, Minn., has turned down the plea of W. R. Frank, operator, West Twins, for a reduction from \$200 to \$100 in its annual license fee. . . Leo Brabier, whose Jordan, Jordan, Minn., was destroyed by fire last month, is studying plans to rebuild the house. . . Lloyd Maynard has installed new booth equipment and a CinemaScope screen in his Roxy, Kelliher, Minn.

Walter Johnson, Hinckley, Minn., purchased the Sanshor, McGregor, Minn., from B. B. Maddy. . . Raymond Fairley leased the Olin, Olin, Ia. . . Kenneth Thompson resumed management of the Bell, Belgrade, Minn., cancelling out the sale last summer to Tom Casey, Bowdle, S. D. . . Robert Moe, Brooten, Minn., has succeeded his father-in-law, W. L. Lakie, as manager, Bijou, Barnesville, Minn. . . Milton Ask has been named manager, Saturn, Pierpont, S. D., succeeding Clare Lidel. . . Officers have been reelected by local F-31, IATSE, composing film exchange personnel. They are William Burke, MGM, president and business agent; Dick Kolling, Columbia, vice-president; Alice Kuhlmann, Warners, treasurer; Charlotte Silverman, MGM, secretary; and Orville Anderson, Paramount, sergeant-at-arms.



This was the recent scene in the outer lobby of Radio City, Minneapolis, at a special "working girls' early morning breakfast matinee" of MGM's "The Opposite Sex." Standing behind the coffee counter, left or right, are Tommy Martin, theatre manager; Al Paulson, WTCN radio disc jockey; and Bob Stone, MGM press representative.

Minn. Poll Shows Most For Censorship

MINNNEAPOLIS—Seven out of 10 Minnesotans are in favor of municipal motion picture censorship laws, according to a statewide survey taken by the Minneapolis Tribune's Minnesota Poll.

The poll showed widespread support for censorship ranging from 66 per cent among men to 77 per cent among women. Greatest objection came from college-educated men and women: 39 per cent said they disapprove. Most disapproval comments were of this nature: "It's not necessary," "it's undemocratic," and "there's already adequate censorship."

Two-thirds of the sample reported they have been to a film within the past year with average attendance by adults at four to six pictures during that period. About one-tenth of the movie-going adults (seven per cent of the total sample) answered yes to the question, "Have you seen any movies in the last year which you think should have been censored?" But the large majority said they had not seen any which they think needed censoring.

New Haven

Handicapped Boy Scouts were the guests of Sid Kleper to see a double bill in the Loew Poli College. . . Most drive-ins were shuttered by last fortnight. . . Regulations to govern the construction of drive-ins in Hamden, Conn., were to be considered at a public hearing of the Town Plan and Zoning Commission this week. . . Division manager Harry F. Shaw reports that the Loew Poli New England Circuit has gone 100 per cent for getting Christmas sponsored shows. Shaw was given an autographed football by members of the Yale championship Ivy League team, which was the guest of the Loew Poli every Friday night during the football season. . . In New York at the Pioneers Dinner recently were Harry F. Shaw, John Pavone, Mike Tommasino, Lou Brown, Herman M. Levy, and Phil Schwartz. . . Jimmy Boyle, MGM, was in Bridgeport and New Haven on exploitation for "Lust For Life." . . Columbia personnel planned a Christmas party at Donat's, on Dec. 13. . . Universal tentatively planned a holiday party for Dec. 19.

HARTFORD, CONN., NEWS—Peter Perakos, Jr., assistant general manager, Perakos Theatre Associates, held a first anniversary party at the Arch Street, New Britain, Conn., to mark the theatre's first year under the Perakos banner. . . Paul Amadeo, Pike Drive-In, has returned to his desk, following a stay at St. Francis Hospital. . . The Art resumed Monday through Friday matinee. . . State Motor Vehicles Commissioner Tynan has started a two-part, state-wide campaign against defective automotive exhaust systems such as that which recently caused the carbon monoxide death of a baby boy in a closed car at the Pike Drive-In.

New Orleans

Don Kaye, Joel Bluestone and associates have formed Prestige Productions to specialize in the national distribution of Elvis Presley statuettes, operating from Blue-

with no investment on your part
of money, time or effort . . .

BERLO WILL
.....
INCREASE YOUR NET
REFRESHMENT PROFITS!

Whether you operate an indoor or drive-in theatre . . . in a big metropolitan area or a small neighborhood community . . . you'll earn more actual net profit when Berlo operates your refreshment stand than you can earn running it yourself! . . . You and your money will be completely free to operate and promote your theatre **FULL TIME!**

BERLO TAKES CARE OF EVERY PROBLEM YOU HAVE . . .
all YOU do is CASH IN on net profits every month!

- BERLO hires and trains your sales people — and supervises them.
- BERLO pays all salaries, social security, workman's compensation and unemployment taxes . . . does all your bookkeeping!
- BERLO buys, installs and services all finest concession equipment.
- BERLO, with over 40 years of successful vending experience knows what sells best and how to feature it for fast turnover!
- BERLO buys and stocks only first-quality merchandise . . . delivers it promptly . . . and keeps stocks tasty-fresh!
- BERLO supplies you with everything . . . from candy machines to complete Lobby Shops.
- BERLO pays for dramatic, hard-hitting sales promotion.
- BERLO gives you \$1,000,000 worth of public and product liability insurance.

LET US PROVE OUR STORY IN TEN MINUTES!

America's Best Concessionaire

Delivers The Highest Per-Capita Sales In The
Entire Amusement Field

Write or Call Collect . . . NOW!
Pennypacker 5-5966
(Philadelphia)



BERLO



VENDING COMPANY

A Division of A.B.C. Vending Corp.
333 SOUTH BROAD STREET, PHILADELPHIA 7, PENNA.
OFFICES EVERYWHERE

Variety Tent Plans CP Telethon Drive

NEW ORLEANS—Henry G. Plitt, campaign chairman, United Cerebral Palsy Association of Greater New Orleans, announced that a Telethon with a goal of \$160,000, sponsored by the Variety Tent 45, will be staged at the Auditorium on Dec. 15 and 16 starting on Saturday night at 10 o'clock.

It will be presented through the facilities of WJMR-TV with prominent motion picture, television, and stage celebrities to assist in the raising of funds. Tentatively scheduled are Anita Ekberg, Bob Hope, Forest Tucker, Fran Warren, Vivian Blaine, Tommy Dorsey and his orchestra, and an assemblage of local show folks. The public is invited to attend the actual telethon free of charge. Plitt added that volunteer assistance has been pladged by three prominent women's organizations here, Woman's Auxiliary of Tent 45, Women of the Motion Picture Industry, and the New Orleans section of the Council of Jewish Women.

Proceeds of the benefit performance will be used to carry on the numerous functions of the association in New Orleans and surrounding area.

stone's Films-A-Float offices in the International Trade Mart. . . . The Gaiety, in the French Quarter, which catered to family trade under the management of veteran exhibitor Frank Ruffino, is now under new management, specializing in burlesque and other sensational product. . . . The J. G. Broggi Exhibitors' Service acquired buying and booking for the Printz, Basile, La., managed by O. J. Meyers. . . . A. L. Royal Theatres, Meridian, Miss., purchased the Ritz, Hattiesburg, Miss., from G. T. Edwards. . . . The WOMPI will distribute dolls to 225 orphan girls to be entertained at the club's Christmas party in the Imperial. . . . Rose Mae Boudreaux is the new secretary to Joy N. Houck. . . . Betty Loup recently took over secretarial duties in the Woolner offices. . . . The Folly, a United Theatres unit, and the Abalon, operated by Lewis Watts, both in Algiers, La., donated the facilities, staff, and program for a recent Saturday kiddie matinee for which admission was nonperishable groceries to be distributed to the indigent at Christmas. . . . The Norman, Bay, Ark., owned by L. N. and E. H. Hynes, was destroyed by fire.

New York

Harry M. Kalmine, vice-president and general manager, Stanley Warner Theatres, and Bernard G. Kranze, vice-president, Stanley Warner Cinerama, flew to Havana to make a Cinerama survey. . . . Joe Friedman, Warners home office field exploitation staff, became the father of a girl, born to Mrs. Friedman at Perth Amboy General Hospital. . . . Chesapeake Industries, Inc., now has its executive and general offices at 485 Lexington Avenue. . . . Ed J. Cantor, who retired from his duties as a motion picture publicist because of a paralytic stroke, became a grandfather for the second time. He is grateful to Motion Picture Pioneers and Variety Club for interest in his welfare. He resides at 1416 Stebbins Avenue, Bronx 59.

(Continued on page 33)

CANDYDLY SPEAKING

ONE OF THE most traditional and popular products sold at theatre refreshment stands is candy. However, as is often the case with "old-standby's," candy is too often merely placed on the display shelves and left to its own devices. This can be a mistake that is costing the theatremen some very sweet profits.

Like every item that is carried at a theatre concession, candy sales can be given a boost with a little extra promotion and merchandising. The feature article in this issue describes some of the methods employed by one of the large circuits to stimulate candy sales, as well as a number of ideas and suggestions which can easily be adapted to any theatre, regardless of size or location.

There was one thing, in particular, which we would like to give a bit more attention—special displays for the children. The youngsters are undoubtedly your best customers for candy, and everything should be done to cash in on their sweet tooth. By establishing a special counter or display featuring candy items which have special appeal to the small fry, a number of desirable things are accomplished. First, the stand manager can stock this display with products which might ordinarily get lost in the main display because they do not have a great deal of attraction for adults. It will enable accurate tests of new products and their sales appeal to adults and children, thus making it possible to properly stock the stand according to the likes and dislikes of your patrons. It will prevent crowds of youngsters around the snack bar from scaring off adults who would like to make a purchase, but are not willing to get into a line of energetic children.

Incidentally, now that we are reaching the peak of the holiday season this is a particularly apt time to try some new merchandising promotions at your stand. Often nothing startling new or novel is necessary to bring about a spurt in sales. Merely making the effort with tried and true promotions can do the trick . . . but the effort must be made!

The next time we meet it will be 1957. Therefore, we would like to extend our best wishes for a Merry Christmas and a Happy New Year!

—ARNOLD FARBER.

Regardless of the size of the stand, it can be dressed up for the holiday season at the cost of some cash and lots of imagination, as seen here.

Candy is Delicious Food
ENJOY SOME EVERY DAY!

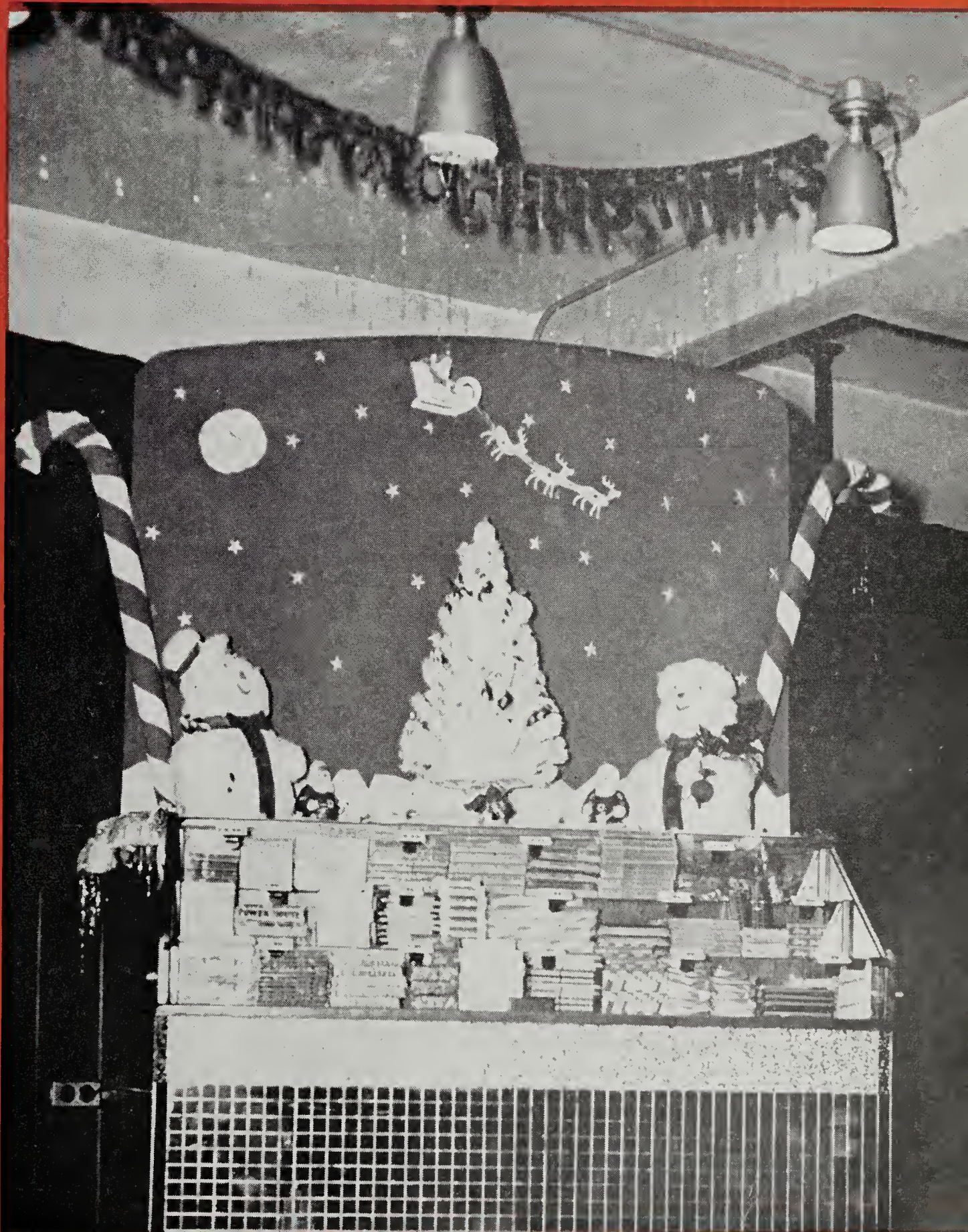
Cooperating with THE COUNCIL ON CANDY OF THE NATIONAL CONFECTIONERS' ASSOCIATION

Popcorn Is A Nutritious Food

Cooperating with the
NATIONAL ASSOCIATION OF
CONCESSIONAIRES

Dedicated to serving the popcorn
and concession industries.

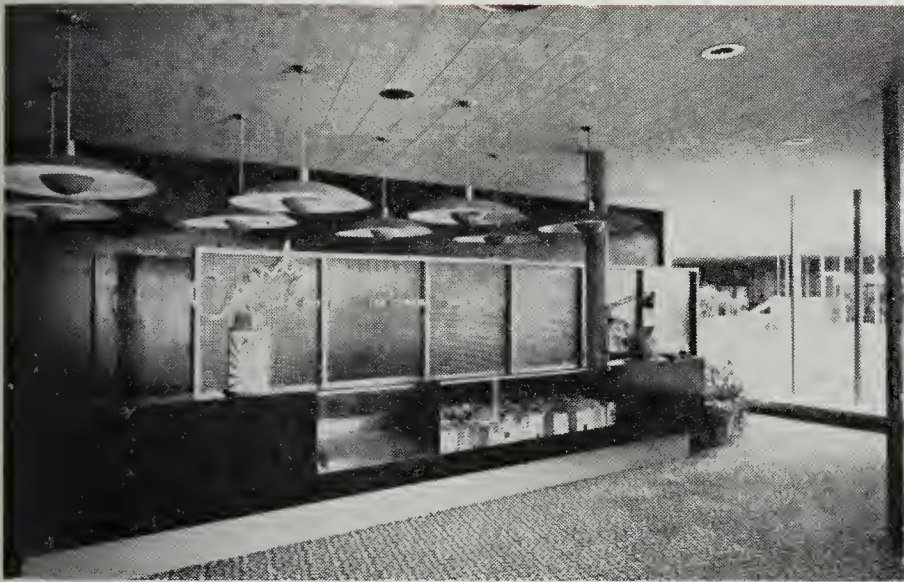
EXTRA PROFITS





“...and a Merry Christmas to all”

Candy Merchandising Tools



The proper location of a refreshment stand is very important, and should be given careful consideration. By setting up a special area to handle the



sale of refreshment items to children, the theatreman can boost his volume of business considerably, and make it easier for adults to make purchases.

THERE was a time when most movie patrons made their purchases at the stand in the lobby before taking their seats, and there wasn't too much in the way of repeat business during their stay at the theatre. Now many people make a purchase on their way in and also at various times throughout the performance. Or, they may not make a purchase at all at the beginning of the show but wait until sometime later. The confectionery stand must, therefore, be of easy access and neither the obstacles of too much distance nor of having to secure a doorman's permission to walk out into the lobby should be placed in the path of the patron's purchase. In our opinion, the best location for a stand is in the foyer, either directly in front of the center standee rail or recessed into this section. This provides a head-on view of the stand as the patron enters and not only extends an invitation for him to make his purchase at that time, but he also knows that it is within easy reach. Whether or not he makes his purchase when he first enters, he has been exposed to the displays and has a good idea of what is being sold at the stand.

Although we have not found general agreement on the following point, we believe that the best location for an automatic drink machine is also recessed into the center standee section to one side of the selling area. The head-on view provided by such a location immedi-

By **STANLEY WERTHMAN**
Manager, Confectionery Div., Schine Theatres

ately informs the patron where he is able to purchase a soft drink at any time he should become thirsty.

In setting up stands, try to arrange for the emphasis to be placed on the displays of merchandise. Although the backgrounds and decorations should be attractive, they should not be so glaring as to distract attention from the primary purpose of selling the full range of confections.

Use Merchandising Aids

We highly recommend the use of displays and merchandising aids placed on top of the confectionery counter. Not only will the merchandise show a rapid turnover, but the displays will dress up the stand giving it the appearance of being a real honest-to-goodness confectionery shop instead of just a showcase filled with various candies.

Although there are many promotions which serve the useful purpose of momentarily increasing the sale of certain candy items, there is only one definite method I know of building maximum candy sales, and that is to provide each theatre with an assortment of items which comes closest to tying in with the overall tastes of the people who patronize that theatre. In the final analysis, it is the patrons, by their purchases or lack of purchases who will build the assortment which they like

best, and that is just the way it should be.

It is the job of the candy buyer to constantly try new items which show promise and to weed out those which have been given a fair chance but have not proven to be good sellers. The candy buyer should keep himself attuned at all times to the brands which are being given the impetus of extensive national and local advertising, and to make certain that the theatres have items such as these available whenever possible.

Big Advantage

The confectionery stand in the theatre has one big advantage over a regular store located on the main street of a town, other than the fact that we are dealing with what is often referred to as a "captive audience." The retailer never quite knows exactly what type of clientele to expect and hopes that his merchandise will appeal to the majority and that he will only lose a small amount of sales. With theatre operation we are usually able to foretell the makeup of an audience based on the type of motion picture being exhibited. This information provides us with one of the most important selling aids available—merchandise for the type of audience expected.

If it is to be predominantly adult, we suggest a concentration of higher priced units. If it is a fairly even breakdown of adults and children, then the case should be stacked with a good variety of price
(Continued on page EP-6)

Myers, Grand Named To Map Plans For NAC's '57 Florida Convention

CHICAGO—Van Myers, director of concessions, Wometco Theatres, Miami, and first vice-president of National Association of Concessionaires, was named general convention chairman for the 1957 NAC convention and trade show by President Lee Koken. This annual event, which is being planned to include also the conventions of Theatre Owners of America and Theatre Equipment and Supply Manufacturers Association, will be held in Florida's newest oceanfront hotel, The Americana, on Nov. 17-21, 1957.



VAN MYERS

Myers, who has participated actively in the theatre-concession segment of the association, has expressed great enthusiasm for an annual convention in a winter resort hotel. "We in Florida are mighty proud to act as hosts to a great national convention," explains Myers.

The Americana features a specially built exhibition hall adjoining the hotel. According to NAC board chairman Bert Nathan, and Koken there will be approximately 250 exhibit spaces available for rental by allied firms serving the motion picture industry.

Grand Again Exhibit Chairman

Lester Grand, Confection Cabinet Corporation, has accepted appointment as exhibit chairman for the 1957 convention. In naming Grand, NAC president Koken, paid outstanding tribute to him for the excellent work he performed as last year's exhibit chairman in the New York Coliseum.



LES GRAND

"As great as our New York Coliseum show was," explains Grand, "we confidently expect that our 1957 Florida exhibit to surpass it. Florida in November will be a big inducement for buyers to combine the business convention with a winter vacation at Miami Beach's newest and most beautiful hotel, which means a bigger attendance. Our exhibition hall, which has been specially constructed to adequately house 250 king-size display booths, will offer supply firms maximum advantage in showing their popcorn, food, beverage, and equipment items."

Colorful advance announcement exhibit brochures have been prepared by NAC and placed in the mail to prospective exhibitors.

Flexibility Featured In Sweden's Lineup

SEATTLE—A new concept in the design of milk shake machines and soft ice cream dispensers is being presented by the Sweden Freezer Manufacturing Company in its Silver Anniversary line recently announced to commemorate its 25th year in serving the trade. Four new pieces of equipment, two milk shake making machines and two soft ice cream dispensers, comprise the line.

Of uniform height and width, each machine is a complete unit in itself, but can be matched to give whatever production is desired, it was claimed. Joining kits are available to tie the machines together in a simple operation, with each maintaining its own individual power and water connections for the greatest degree of flexibility.

If high milk shake and lower soft ice cream production is needed, the ShakeMaker, with its 44 gallons an hour, can be tied to the SoftServer which produces 10 gallons an hour. If additional milk shake or soft ice cream production is desired, then the ShakeMaker with 22 gallons an hour capacity and the SoftServer with its 20 gallons an hour, can be tied into this flexible system of dispensing machines.

All four machines have the Air-O-Metric mix feed system, which meters mix and air from stainless steel mix supply tanks, plunger type gates requiring but the touch of a finger to start dasher motors and dispense product.

Popular New Candy Item



BOSTON—Introduced in this country less than a year ago, Rolo, a chocolate covered soft nouget center candy, is entrenching itself as a best seller in the dime bar class, according to the distributor, New England Confectionary Company.

At the present time national distribution has been limited, the firm stated, because Rolo's have to be imported from England. However, production facilities are being established in this country, and the popular product will soon be made available to a much wider market.

Rolo's are sold in 24 count and 100 count packs for theatres and vending machine companies.

A Mixed Assortment

The following are short items about refreshment products and concession operation which may help the reader improve and increase his business:

In most drive-ins, the type of refreshment service employed will be determined by the capacity of the theatre. It has been found that in the 400 car or less situations that patrons can be serviced quickly and more economically with station-type service. In drive-ins with a capacity of 800 cars or more, cafeteria style is usually most practical. For speedy, efficient service in an operation handling from 400 to 800 cars, the proper type of service seems largely to depend on opinion, and length of the break.

Obtaining a staff for a theatre refreshment stand often presents a problem. Most theatres draw their help from young girls, older women and high school boys. Each has advantages and disadvantages. Many concession operators, however, have found that a settled older woman makes the best attendant. The reasoning behind this is that an older, mature person will be more stable and reliable, will be at ease with patrons of all ages, will take the job more seriously than younger and more flighty employees, and will probably have more poise and charm.

While it is not a must, it is pretty well agreed that a uniformed attendant is definitely an added sales factor, and the uniform is usually worth the expense. However, whether garbed in a uniform or a simple dress, the attendant should see to it that the outfit is neat, free of stains and properly pressed. A spotted outfit often results in spotty sales.

Lighting is an important aspect of good refreshment stand merchandising. The use of grid diffusers under cold cathode tubing has proved very successful in many locations. This system provides a steady, even light over the entire stand, and has an attractive modern look that helps the overall effect. Where possible, supplemental spotlights on special displays have often proved profitable. A word of caution, however, when using spotlights make sure that they are not close enough to candy and other items which may be damaged by the heat.

When planning a refreshment stand, particularly at drive-ins, careful consideration must be given the water supply situation. If a fountain-type of drink equipment is going to be used, it is very important to check and make sure that there will be an adequate source of filtered water. If a well is drilled, it is a good idea to put a filter in front of the water pump.

An interesting and inexpensive "gimmick" which can help build up sales at coin-operated beverage machines is to tape a pass to the theatre on every 20th or 30th cup used in the dispenser. Signs in the lobby and around the drink machine, as well as in advertisements, playing up this promotion can do a great deal to boost sales.



QUALITY BRANDS BUILD TURNOVER! The public knows, wants—and prefers to buy—high-quality merchandise. That's why the response to displays of Nestlé's fine Chocolate Bars is so fast, and so profitable for you. Strictest standards allow only the finest quality in Nestlé's products. These nationally advertised and universally favored Chocolate Bars prove again that...

NESTLÉ'S® MAKES THE VERY BEST CHOCOLATE



get the
PLUS
.....
that only

**popsit
plus!**

**liquid popping oil
offers!**

**rich
butterlike flavor,
for your
popcorn!**

PLUS

all these other advantages:

- golden color
- appetizing aroma
- fewer duds
- less cost per bag
- all-weather pouring
- measures accurately—no waste
- stores easily—no fire hazard

by the Popping Oil Specialists
To The Nation
Simonin, Philadelphia 34, Pa.

Waring New De Perri V.P.

NEW YORK—The appointment of Saul Waring as vice-president of De Perri Advertising, Inc., was announced last week by Perry Wachtel, president.

Waring, formerly eastern space sales representative for The Billboard Publishing Company, assumes the new title after two years with the agency.

De Perri specializes in the automatic merchandising field.

Candy Merchandising

(Continued from page EP-3)

ranges. When a houseful of children is anticipated, then concentration should be on the lower priced items. Our experience has indicated that although children spend as much if not more than adults, they prefer a diversification of confections. A little of this and a little of that seems to have more appeal than one large package containing only one variety of candy. If this is the preference of children, and if, at the same time we know that adults readily purchase the larger boxes then we should always be prepared to do business on that basis.

With this in mind we have recently developed sectional displays which fit onto the bottom shelf of our standard candy cases. An assortment of candy can be arranged on each tray and easily slid into the case or taken out. It is actually so easy to handle that we are able to change the variety in the showcase from a children's matinee to an evening performance very rapidly.

Avoid Congestion

One of the problems experienced by most theatres from time to time is congestion at the confectionery stand during a heavily attended children's picture. We have found that it pays off to set up a small table or stand away from the regular with an assortment of merchandise with particular children's appeal. This helps to relieve some of the congestion at the main stand and appears to provide for a more rapid turnover of sales. In addition, if there are any novelty items such as hats, books, records, etc., which tie in with the picture, I believe they will sell better at a secondary stand than they do at the main stand. We usually make it a point to use these novelties as the decorative scheme for the auxiliary location. The traffic at this point is never as heavy as it is compared to the permanent location and the children have more opportunity to examine the novelties and are more likely to purchase.

We have noticed that at a performance where there are many children and adults in attendance, the older people are often discouraged from making purchases because of the traffic in front of the confectionery stand. Since their enthusiasm for sweets is nowhere near as great as it is with children, they might decide against making a purchase and go directly to their seats. In some situations we have devoted an entire section of a stand or an entire showcase to the type of items most usually selected by children and designated this as the "Kiddie Korner". It makes a good tie-in at those theatres where we are using a curved corner case.

The results of such a setup are normally very gratifying because it provides an easier avenue for the adults and results in a better over-all turnover of sales. It

is very important for the popcorn machine or warmer, and the ice cream cabinet to be placed in such a manner as to be easily accessible for both stations, even if it requires the placement of a secondary warmer.

Training Important

Every theatre has a secret weapon for building sales. We call it a secret because too often the ability is hidden away due to improper training. Our reference is to the confectionery attendant's ability to suggest plus sales to adult patrons. Although a good display of merchandise coupled with plenty of point of sale advertising material will bring in a nice level of business, if you are to build upwards from that point we earnestly suggest a program of training for sales personnel.

The word "merchandising" is not only made up of many letters of the alphabet but of even greater importance its meaning encompasses a multitude of ideas, promotions, and tried and true basics of good business. We cannot pronounce the word without putting into play all the letters involved. By the same token, we cannot expect the results of good merchandising unless all of the procedures are put into play. Cleanliness, display, service, advertising, promotions, suggestion selling, and many others must all be put together to form the right combination for each place of business. With only part of this combination you can probably expect only part of the sales in return. Good merchandising should not be used as a "some-time thing." At any time the confectionery stand is open, no matter whether the anticipated audience is large or small, we suggest that you offer your patrons the benefit of making their selections from a full line of confections and that you utilize the impact of your entire merchandising program.

EXTRA PROFITS

Volume 11, Number 10 Dec. 12, 1956

EXTRA PROFITS appears every fourth Wednesday as a regular special feature department of MOTION PICTURE EXHIBITOR, and is devoted exclusively to the design, construction, maintenance, management, and exploitation of theatre vending equipment, vendable items and other profit producing adjuncts for efficient theatre operation. For further information, address MOTION PICTURE EXHIBITOR, published weekly by Jay Emanuel Publications, Inc. Publishing office: 246-48 North Clarion Street, Philadelphia 7, Pennsylvania. New York: 229 West 42nd Street, New York 36. West Coast Representative: Paul Manning, 8141 Blackburn Ave., Los Angeles, Calif.

Advisory boards—

Executives and heads of the concessions and vending departments of theatre circuits:

Leslie R. Schwartz, Andrews, Inc., New York; Bayard M. Grant, Durwood Theatres, Kansas City; C. Dale Fax, Fax Wisconsin Amusement Corporation, Milwaukee; Frank C. Bickerstaff, Georgia Theatre Company, Atlanta; William O'Dannell, Interstate Theatres, Dallas; Raymond Willie, Interstate Theatres Dallas; Harold F. Chesler, Theatre Cooperative Candy Company, Salt Lake City; Miss Morie Frye, Tri-State Theatre Corporation, Des Moines; Louise Bramblett, Wilkin Theatre Supply, Inc., Atlanta; Van Myers, Wametca Theatres, Miami, Fla.; J. J. Fitzgibbons, Jr., Theatre Confections Limited, Toronto, Ont., Canada; Mortan G. Thalheimer, Jr., Neighborhood Theatre, Inc., Richmond, Va.

Manufacturers, concessionaires, and other leaders in the candy, popcorn, and allied fields:

A. F. Rathbun, Fred W. Amend Company, Chicago; Harold Sharp, The Coco-Colo Company, New York; Marvin Spitz, American Royal Candies, Inc., Los Angeles; Vincent O'Brien, Armstrong Popcorn Company, Lake View, Ia.; Charles G. Manley, Manley, Inc., Kansas City; W. B. Riley, Brack Candy Company, Chattanooga, Tenn.; Joseph Blumenthal, Blumenthal Brothers, Philadelphia; L. M. Show, Smith Brothers, Inc., Poughkeepsie, N. Y.; C. M. Sald McPhall Chocolate Company, Oswego, N. Y.

One Shut, One Open; Passaic Breaks Even

PASSAIC, N. J.—One of Passaic's oldest continuously operating theatres, the Lincoln, closed its doors last fortnight and another reopened. Maurice J. Miller, president, Rialto Theatre Company, which owns the Lincoln, said no decision had been reached as to whether the closing would be temporary or permanent. The Lincoln, originally called the Rialto, had been operating nearly 40 years. The company, organized by the late Harry K. Hecht about 1925, now leases the Central here, the Plaza, Paterson, N. J., and has an interest in the Allwood. Miller said that the nationwide trend was toward larger theatres. The Lincoln, with only 899 seats, was too small to be operated economically.

The Palace theatre, on Market Street, opened its doors to the public the same weekend, after being closed for several months. The new manager is George Dunn, a resident of Jersey City. The theatre is being rented from the owner, Dr. Martin Harris, Paterson.

New York

(Continued from page 26)

Ruth Litt, secretary to Max Fellerman, general manager, Lopert Films; and Florence Litt, secretary to Harry Moscovitz, Loew's, Inc., are mourning the death of their mother, who died suddenly last weekend. . . . Jack Bloom, major circuit sales contact, 20th-Fox, won the Pontiac Catalina from the Women's Suburban League for Cerebral Palsy. . . . A plaque in tribute to Harry Garfman, Local 306, motion picture projectionists business representative, was presented by numerous charitable organizations and hospitals at a testimonial dinner held in his honor last week at the Elegante Restaurant, Brooklyn. One of his many projects was the raising of \$6,000 for research to help combat cystic fibrosis, a fatal children's disease. In conjunction with the Movie Social Club of Brooklyn, Garfman will again distribute toys, candy, and gifts to the youngsters at St. Giles, Beth-El and Brooklyn Jewish Hospitals this Christmas season.

Philadelphia

The annual Variety Club, Tent 13, dinner honoring the retiring chief barker and welcoming the newly-elected chief barker is set for Jan. 7 in the Bellevue-Stratford Hotel. Outgoing is Maxwell Gillis, branch manager, Allied Artists, and incoming is attorney Sylvan M. Cohen. . . . At the annual meeting of the board of governors, Stanley Warner Club, Philadelphia division, officers were elected for the ensuing year, including, president, Martin Aninsman; vice-president, Isidore Perlin; vice-president in charge of membership, Leigh Smellow; vice-president in charge of welfare, Jayne Netzel; vice-president in charge of entertainment, Dave Fishman; treasurer, J. Ellis Shipman; and secretary, Helen Mahoney. . . . Dominick Lucente, manager, SW Broadway, set a big pre-Christmas Saturday kiddie matinee for Dec. 15. He promoted three Lionel electric train sets and 15 one-pound boxes of candy to be given to lucky kids. . . . Bob Kessler, SW Benn, arranged for a

Old Reading Plaza Leased; Finches Plan To Reopen

READING, PA.—Walter S. Finch, Jr., Shamokin, Pa., and Claude G. Finch, this city, have taken over the lease of the Plaza here, formerly the Orpheum, located in the Masonic Temple Buildings. The theatre has been closed most of the time in the last several years, but is now being reopened as a movie house. The Finches will operate the house as the Plaza.

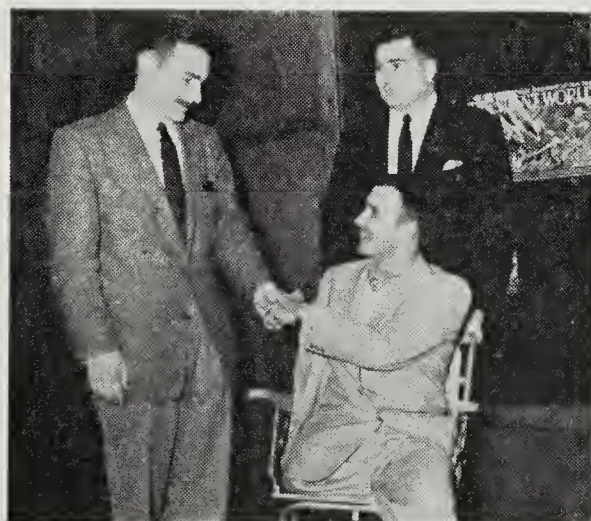
Finch is the son of Walter S. Finch, Sr., lessee many years ago of both the Orpheum and Rajah. In recent years, he has had no theatre in this area.

dance marathon in the theatre lobby to bally DCA's "Rock, Rock, Rock." In cooperation with neighborhood merchants, 16mm. movies of the stunt were taken, shown later in the stores. . . . Independent distributor Dave Rosen leased the Lyric, Allentown, Pa., for one week for the roadshow presentation of an opera film, Mozart's "Don Giovanni," at \$1.50 top. The film runs two hours and 45 minutes and 10 shows will be given in the week.

You books the picture; and you takes your choice! According to Jack Jaslow there are two versions of "Rififi" available, one in French; one in English. Incidentally, the pic was doing nicely in its third SW Lane week the last heard of. . . . Iz Segall is now handling, in addition to his other houses, the Palace, Bethlehem, Pa., Congress, Marcus Hook, Pa., and the State, Columbia, Pa. . . . The Bluebird is closed again. . . . Closed since 1944, the Earle, Atlantic City, N. J., built by the Stanley Company of America 30 years ago at a cost of over \$1,000,000, will be razed to make room for a parking lot, it was learned last week. . . . Variety Club, Tent 13, is holding a testimonial luncheon on Dec. 17 at the Bellevue-Stratford in honor of Eddie Fisher. The affair will be informal, and ladies are welcome. The subscription is \$5.00.

Pittsburgh

Joe Wayne has returned to Warners as north and main line salesman, succeeding David Weir. Wayne was a Warners booker prior to joining United Artists as



Ken Packer, manager, World, Philadelphia, recently greeted Richard Zindell, local member, "The Depth-Chargers," YMCA skin-diving club, who was injured when an air compressor blew up while his aqua-lung tanks were being filled in preparation for a dive at the request of Civil Defense Authorities. The young man attended a showing of Columbia's "The Silent World," accompanied by Dave Stith, YMCA instructor.

a salesman several months ago. . . . Katherine Bates resigned at the Associated Circuit, with Leila Iler remaining in the reception room. . . . Elmer Hasley, East Pittsburgh and Conneaut Lake, Pa., exhibitor, suffered a heart ailment and was confined to an oxygen tent for four days in Meadville Hospital. He returned to his Regent Square home here for Thanksgiving and was reported greatly improved.

The Grove, Riverside, and Airport Drive-Ins, Wheeling, W. Va., are advertising Books of Happiness theatre tickets as Christmas gifts. Good anytime at the outdoor theatres, the book tickets, valued at \$26.00, are offered for sale at \$9.20. . . . Press Old Newsboys are to see the premiere of a Warners release, Alfred Hitchcock's "The Wrong Man," in the Stanley this week. Tickets are available only through the Old Newsboys themselves and again this year, models will be in the lobby to welcome contributors to the fund drive for Children's Hospital.

St. Louis

The Joseph A. Brislane Company and Bob McDonald, Manley, Inc., representative, moved into new and enlarged quarters at 3330 Olive Street. . . . Herman Gorelick and George Phillips, Realart, were in Chicago for a sales conference of midwest franchise holders of American International Pictures. . . . Columbia branch manager Clarence D. Hill was in Chicago for a company sales conference in the Drake Hotel. . . . French Miller, Universal salesman, returned to the job after recovering from a heart disturbance. . . . Mrs. Ethel J. Chilton, Doniphon, Mo., celebrated the 20th anniversary of her Missouri there. . . . The Airway Drive-In installed in-car heaters, while the Manchester and 66 Park-In were preparing to acquire the winter conveniences. . . . Art Struck, owner, Arlee, Mason City, Ill., marked the 20th anniversary of the house by giving a free show. . . . James W. Rust, 60, veteran industryite recently associated with National Theatre Supply, died.

San Antonio

Another rock and roll show is being planned as an added attraction on the

PROGRESSIVE ELECTRIC CONSTRUCTION CO., INC.

240 N. 13th STREET • PHILADELPHIA 7, PA

Theatre Installations
and Maintenance

HENRY FRIEDMAN

Realtor and Insurance

Specializing in Theatre
Real Estate and Insurance

(Member Main Line Board of Realtors)

17 W. Lancaster Ave., Ardmore, Pa. GR 7-5730

THEATRE SEAT COVERS

Hayco seat covers for all makes
and models of theatre chairs.

JACK HAYES SEATING SERVICE
ONE MONICA PLACE, BALDWINVILLE, N. Y.

The A-MAN Corner

Theatre managers . . . assistant theatre managers . . . theatre advertising and publicity men . . . film buyers . . . film bookers . . . circuit executives . . . maintenance and equipment engineers. IF you* are looking for a job, . . . or IF you* are looking for a man, . . . just describe your needs in 25 words or less and send to "The A-MAN Corner." Add your name and address. Names and addresses will be published unless a box number is requested. All such "classified ads" will be published in three consecutive issues and then dropped. If success does not crown an original effort, it can be repeated through a new application after a 60-day interval.

This completely new EMPLOYMENT SERVICE is available to ALL theatres without reservation. It is not necessary to subscribe to MOTION PICTURE EXHIBITOR to avail yourself of this service. No other industry trade paper offers it! And it is completely FREE!

*A (WO)MAN is also welcome . . . but in this preponderantly male business, she should specify her sex.

THEATRE MANAGER, AGE 28, 4 years' experience, desires new location (no preference). Married, winner 4 MOTION PICTURE EXHIBITOR awards, direct sales experience. Healthy, sober, honest. BOX A1128, c/o M. P. EXHIBITOR, 246 North Clarion St., Phila. 7, Pa.

EXPERIENCED PROMOTION MINDED THEATRE MANAGER available for Philadelphia and vicinity. 16 years with major circuit. BOX B1128, c/o M. P. EXHIBITOR, 246 North Clarion St., Phila. 7, Pa.

MANAGER, now under contract till January would like better opportunity. Conventional, Drive-In experienced. Family, 35, executive with construction experience. Use present company as references. BOX A125, c/o M. P. EXHIBITOR, 246 North Clarion St., Phila. 7, Pa.

WANTED, ASSISTANT AT ONCE for small town theatre. Must know projection, minor repairs. Give full details in first letter, salary and references. BOX A1212, c/o M. P. EXHIBITOR, 246 North Clarion St. Phila. 7, Pa.

HIGH CALIBER SHOWMAN available. Experienced all phases theatre operation. Top references from big time circuits. Prefer Art Theatre operation in New York area. Resume furnished. BOX B1212, c/o M.P. EXHIBITOR, 246 North Clarion St., Phila. 7, Pa.

WANTED: DRIVE-IN THEATRE MANAGER to start work April 1. Eastern Ohio location. State, age, references and desired salary. All mail kept strictly confidential. BOX C1212, c/o M. P. EXHIBITOR, 246 North Clarion St., Phila. 7, Pa.

Address all correspondence to—

The A-MAN Corner

Motion Picture Exhibitor
246 N. Clarion St., Philadelphia 7, Pa.

St. Louis Salesmen Elect Lightfoot Head

St. Louis—Robert C. Lightfoot, Allied Artists salesman, was elected president, St. Louis Loge 19, Colosseum of Motion Picture Salesmen, at the December meeting of the group held in the Melbourne Hotel last fortnight. He succeeds George A. Cohn, Columbia. Louis H. Ratz, RKO, was reelected vice-president, Edward J. Stevens, United Artists, was named secretary and treasurer to succeed Homer R. Hisey, Warners, and George Ware, retired 20th-Fox salesman, later was re-appointed to serve as assistant secretary and treasurer.

Lightfoot gave a very complete report on the Colosseum national gathering here last month to the large attendance at the meeting. The membership indicated it was delighted with the decision of the Colosseum to affiliate with the International Alliance of Theatrical Stage Employees and Moving Picture Machine Operators of the United States and Canada. The decision makes St. Louis 100 per cent IATSE-affiliated, so far as organized employees in the fields of motion picture distribution and exhibition are concerned.

stage of the Texas on Dec. 15. Tommy Powers, manager, reported that a similar show held recently was well attended. . . . A call for Catholics to pledge themselves to shun motion pictures branded as objectionable by the Legion of Decency has been issued by Archbishop Robert E. Lucey to all pastors in the San Antonio Archdiocese, directing that the pledge of the Legion be renewed in all churches. . . . Mrs. J. L. Greenwood, wife of the Joy manager, recovered from the flu. . . . Richard Rodriguez, chief of service,

Majestic, for many years, left to reside in Los Angeles. . . . Al Galan and Helmer Schmidt were given gold cards honoring them for 50 years of membership in the Stage Employees Local 78, IATSE. Galan is the Local president and stage manager, Texas. Schmidt is stage carpenter, San Antonio Symphony, Municipal Auditorium. . . . George Kaczmar, manager, Empire, is running a series of television advertisements on KENS-TV, calling attention to the current attractions. . . . Rubin A. Calderon, former official, Azteca exchange, is now president, Domain Film Studios, Mexico City.

Seattle

Sidney Deneau, western division sales manager, Paramount, and H. Neal East, district sales manager, were in to meet with branch manager Henry Haustein. . . .



Charles Martin, producer-director-writer of RKO's "Death Of A Scoundrel," and Zso Zso Gabor, one of the film's stars, recently visited the Aztec, San Antonio, for the Texas-Oklohomo premiere and are seen in the theatre lobby with, left, Sol Sochs, RKO southwestern district manager, and Raymond Wiley, right, Interstate general manager.

Censors Not Enough, Catholic Men Told

St. Louis—A positive approach, not just legal censorship, is needed to combat the spread of bad and indecent literature, motion pictures, and television shows, Dr. Michael F. Manley, attorney and professor of philosophy at Webster College, Webster Groves, Mo., told delegates to the annual convention of the Archdiocesan Council of Catholic Men at Rosati-Kain High School here last fortnight.

Addressing the ACCM's literature committee, Dr. Manley said that censorship, where available, is "purely negative. It touches only bad literature, but neither directly generates nor nurtures good literature." He added that cleanup campaigns, whether voluntary or not, in the movies, television, and printed publications are at most "surface treatments." He continued, "What is needed now is a thoughtful, mature reappraisal of principles and values in light of an objective philosophy of reality—a substantial reformation of society's fundamental view of itself.

"Let's not be deceived into arming ourselves to the teeth with Legion of Decency or NODL lists and think the crusade is won," he added. "It isn't." He then stressed that there must be something just as enticing which may be read or viewed on the theatre or television screen to make the victory complete and final.

Plans were underway for the Variety Club to sponsor a Film Row Christmas party. . . . Paramount held an exhibitor screening of "Three Violent People" in the B. F. Shearer Jewel. . . . Warners held a trade screening of "Baby Doll" in the Egyptian. . . . The new Sterling house, the Lewis and Clark, opened its doors in time to take advantage of the Thanksgiving weekend, with Paramount's "War And Peace." . . . Ed Cruca, Allied Artists branch manager, returned from Portland. . . . Allen Wieder, MGM publicist, was covering the territory on "Teahouse Of The August Moon." . . . Jim Brooks, 20th-Fox office manager, was recovering from an appendectomy. . . . Mr. and Mrs. Henry Philpott have closed their theatres in Craigmont and Winchester, Ida.



Jean Seberg, 17-year-old winner of Otto Preminger's contest for a newcomer to play the title role in his forthcoming production of "Saint Joan" for UA, was greeted on her homecoming to Marshalltown, Iowa, by Orpheum manager Harry Dearmin, who forwarded her application and was presented with a citation for his part in her success story.

ALLIED ARTISTS

The Rose Bowl Story COMEDY DRAMA
75M.
(Color)

ESTIMATE: Reissue has angles.

CAST: Marshall Thompson, Vera Miles, James Dobson, Keith Larson, Richard Rober, Natalie Wood, Jim Backus, Ann Doran, Clarence Kolb, William Forrest, Paul Bryar, Parc Launderers, Barbara Wondell, Herb Vigran, Nancy Thorne, Sharon Ann Kelley, Anne Cottingham, Diana Dial, Carolyn Graves, Barbara Fisher. Produced by Richard Heermance; directed by William Beaudine.

X-RAY: When first reviewed in THE SERVICESECTION of August, 1952, it was said: "This can be sold strongly as a football story, plus dashes of romance, the authentic Rose Bowl parade, and gridiron background scenes . . . it has competent players, and is generally well paced. . . . This can be exploited. . . . Screen play is by Charles Marion." This was originally in Cinecolor.

AD LINES: "The Year's Football Hit"; "She Scored A Touchdown And She Wasn't Even In The Game"; "See The Most Exciting Grid Game Of The Year."

COLUMBIA

Nightfall (127) MELODRAMA
78M.

ESTIMATE: Suspenseful meller should be welcome addition to the program.

CAST: Aldo Ray, Brian Keith, Anne Bancroft, Jocelyn Brando, James Gregory, Frank Albertson, Rudy Bond, George Cisar, Eddie McLean, Lillian Culver, Maya Van Horn, Orlando Beltran, Maria Belmar, Walter Smith. Produced by Ted Richmond; directed by Jacques Tourneur.

STORY: Aldo Ray, being watched by insurance investigator James Gregory, who suspects him in a \$300,000 bank robbery, meets Anne Bancroft. The couple is accosted by hoodlums Brian Keith and Rudy Bond, who send Bancroft on her way and take Ray to an abandoned oil field. Under threat of death, Ray disclaims knowledge of the bank money. Ray fights his way free and flees to Bancroft's house. She convinces him of her innocence, and he takes her to his room to dodge the gangsters. He tells her that he and a friend on a hunting trip rescued Keith and Bond from a car accident after they had committed the bank job. They killed Ray's friend, but made a mistake and took his doctor's bag with them and left the money. Leaving Ray for dead, they fled, and he, wounded, found the body of his friend and the money, which would serve as evidence that he did not commit the murder. In a storm, he lost the bag, and has been dodging police until the roads to the mountains are opened and he can find the loot. He and Bancroft set out to Wyoming, followed by Gregory, who is convinced of Ray's innocence. They find the site of the money, but Keith and Bond have arrived first. A quarrel between the crooks results in Keith being killed. A fight results in Ray besting Bond in a battle under the whirling treads of a giant snowplow. Ray's innocence has been proven.

X-RAY: Good performances, tight direction, satisfactory production values result in a tense program melodrama that is far better than average entertainment of its kind. There is action, suspense, an interesting story, and a climax of sufficient excitement to guarantee interest being maintained. It should prove a worthy feature for action spots and general audiences. Screen play is by Stirling Silliphant,

MOTION PICTURE

EXHIBITOR

SERVICESECTION

The original Pink Section evaluations of features and shorts

Published weekly by Jay Emanuel Publications, Inc., Publishing office: 246-248 North Clarion Street, Philadelphia 7, Pennsylvania. New York: 229 West 42nd Street, New York City, West Coast Representative: Paul Manning, 8141 Blackburn Avenue, Los Angeles 48, California. Jay Emanuel, publisher; P. J. Greenhalgh, general manager; Albert Erlick, editor; Max Cedes, business manager; George Frees Nonemaker, feature editor; Mel Konecok, New York editor.

SECTION TWO
VOL. 57 • No. 7

DECEMBER 12, 1956

from the novel by David Goodis. A song, "Nightfall," is sung by Al Hibbler.

TIP ON BIDDING: Fair program price.

AD LINES: "On A Night Made For Lovers And Killers, An Innocent Fugitive, A Pick-Up Girl And Two Killers Stalk A Black Bag," "Thrills, Suspense, In The Wyoming Snow."

Ride The High Iron (128) DRAMA
74M.

ESTIMATE: Lower half entry.

CAST: Don Taylor, Sally Forrest, Raymond Burr, Lisa Golm, Otto Waldis, Nestor Paiva, Mae Clark, Maureen Marsac, Robert Johnson. Produced by William Self; directed by Don Weis.

STORY: Army sergeant Don Taylor is discharged after campaigning in Korea to return to what he considers an inferior life and a ramshackle apartment overlooking the railroad yards, where his father is employed. He tries to interest Taylor into coming to work for the railroad, but Taylor sets his sights on higher goals. He tries entering a fancy college but believes his foreign-sounding name bars him. He goes to New York and is offered a job by public relations consultant Raymond Burr, who gets paid to keep his clients out of the papers when they misbehave. Burr sees a chance for Taylor to go far and changes his name and background so that he is accepted in the best circles. He assigns him to keep an eye on socialite Sally Forrest, who gets into the papers whenever she feels bored or ignored. They fall in love, but Taylor holds back on marriage knowing he is living a lie. His father dies, and when he returns for the funeral, he learns that his father was liked and respected for himself. Taylor returns to New York and lets everyone know who he really is. He winds up in a hospital following an accident. Forrest tracks him down, convinces him she loves him no matter what his background, and they go home to his mother and the railroad.

X-RAY: A fair entry for the lower half is this yarn about a youngster who is ashamed of his upbringing and background and tries to overcome what he thinks are handicaps. There are some interesting moments, the cast is okay, and the direction and production are average. There are some inconsistencies in the story, but don't expect too much and you won't be disappointed. The screen play is by Milton Gelman.

TIP ON BIDDING: Program price.

AD LINES: "The Story The Expose Magazines Couldn't Print"; "When An Heiress Is On The Loose Someone Has To Keep Her Out Of The Papers"; "Fast, Racy Drama."

MGM

Mutiny On The Bounty (711) MELODRAMA
133M.

ESTIMATE: Reissue should do okay as museum piece.

CAST: Charles Laughton, Clark Gable, Franchot Tone, Herbert Mundin, Eddie Quillan, Dudley Digges, Donald Crisp, Henry Stephenson, Francis Lister, Spring Byington, Marie Castaneda, Mamo Clark, Ian Wolfe, Ivan Simpson, DeWitt Jennings, Stanley Fields, Wallace Clark, Vernon Downing, Dick Winslow. Produced by Irving Thalberg; directed by Frank Lloyd.

X-RAY: When first reviewed in EXHIBITOR of November, 1935, it was said: "An industry triumph . . . has a tremendous sweep . . . sticks closely to the book . . . The story tells of the historical mutiny on the bounty as written by Charles Nordhoff, James Norman Hall and shows Captain Bligh's cruelty, his methods, the mutiny, with Bligh and loyal followers drifting 49 days before they touch land; his return to capture the mutineers; and their escape. One loyal to British naval tradition is taken by Bligh, brought to trial, sentenced to death, later reprieved. . . . Standout is Laughton, with Gable and Tone runners-up . . . No love story . . . no women, except natives. . . . The type show that stands as a credit not only

HERE are the Theatre Industry's

BEST
in Complete, and
Honestly Factual
REVIEWS

1000's of Theatremen back their dollars and judgment with these "solid" facts and estimates.

**DON'T TAKE OUR WORD FOR IT!
CHECK 'EM AGAINST YOUR PLAYOFF!**

to the studio that made it, but to the industry as well."

TIP ON BIDDING: Reissue rates.

AD LINES: "Famous Screen Masterpiece Brought Back To Thrill You Anew"; "One Of The Screen Masterpieces Of All Time"; "Your Screen Favorites In One Of The Films That Brought Them Fame."

PARAMOUNT

Hollywood Or Bust (5605)

COMEDY
WITH MUSIC
95M.

(VistaVision)
(Color by Technicolor)

ESTIMATE: Average Martin and Lewis.

CAST: Dean Martin, Jerry Lewis, Anita Ekberg, Pat Crowley, Maxie Rosenbloom, Willard Waterman, Jack McElroy, Mike Ross, Wendell Niles, Frank Wilcox, Kathryn Card, Richard Karlan, Tracey Roberts, Ben Welden, Ross Westlake. Produced by Hal B. Wallis; directed by Frank Tashlin.

STORY: Gambler Dean Martin is in trouble with some bookies, but he has an angle, winning a car in a theatre drawing with a phony ticket. A hitch develops when the real ticket is held by Jerry Lewis, an avid movie fan and an admirer of Anita Ekberg. He has plans to drive out to Hollywood to see her. The manager turns over the car to both of them, and Martin agrees to go to Hollywood, hoping to double-cross Lewis. The latter's huge Great Dane foils that idea. Enroute, they pick up Pat Crowley, headed for a chorus job in Las Vegas. In the latter town, Lewis gets lucky and wins a fortune. He also gets to meet Ekberg and spends the money in a fabulous gift for her. Her pooch gets a crush on the Great Dane. They arrive in Hollywood where Crowley is tested; she and Martin find they are really in love and plan a future together, and Lewis gets to meet Ekberg again. Somehow, they wind up in a picture about the Great Dane, and everybody is more or less famous and happy.

X-RAY: There's slapstick to be found everywhere and anywhere as Martin and Lewis travel across the country on their way to Hollywood. What happens to them shouldn't happen to a dog, but it does, to a Great Dane, who turns out to be a pretty good actor. The film has its ups and downs, and an unaware audience took it all for granted when this was shown in a theatre. The cast is okay, and the direction and production are average, with a special bow due the special effects department. To sum up, where Martin and Lewis are appreciated this latest of their films will be welcomed. An especially good audience should be the youngsters who go for the obvious and the slapstick. Erna Lazarus claims credit for the screen play. Musical numbers include "Hollywood Or Bust," "A Day In The Country," "It Looks Like Love," "Let's Be Friendly," "The Wild And Woolly West."

TIP ON BIDDING: Martin and Lewis rates.

AD LINES: "It's Fun . . . Fun . . . Fun . . . All The Way"; "Chase Your Blues Away With Martin And Lewis On Their Hilarious Trip To Hollywood"; "A Cute Comedy Of Cross Country Capers The Martin And Lewis Way."

RKO

Bundle Of Joy (807)

COMEDY
WITH MUSIC
98M.

(Color by Technicolor)

ESTIMATE: Pleasant entertainment for all.

CAST: Eddie Fisher, Debbie Reynolds, Adolphe Menjou, Tommy Noonan, Nita Talbot, Una Merkel, McIlville Cooper, Bill

Goodwin, Howard McNear, Robert H. Harris, Mary Treen. Produced by Edmund Grainger; directed by Norman Taurog.

STORY: Salesgirl Debbie Reynolds in Adolphe Menjou's department store gets fired. While looking for another job, she saves a baby from falling off the steps of a foundling home and is mistaken by home head Howard McNear as the infant's mother. She leaves the baby, but McNear takes the baby to the store and "explains" the situation to Menjou's son, Eddie Fisher, who tells Reynolds that instead of being fired, she will be given a raise. He arranges for the delivery of the baby to her apartment, and McNear warns her she had better not try to "desert" the infant again. Reynolds finally takes the baby to the Menjou residence, leaves it with the butler, saying it is Fisher's responsibility. Fisher chases after Reynolds with the baby and becomes involved in a rock 'n' roll dance contest at a night club, where Reynolds is a participant with stock clerk boy friend Tommy Noonan. When Reynolds and Noonan reach Reynolds' apartment, they find Fisher and the baby waiting. Noonan misunderstands as Fisher tells Reynolds off, making it clear she can still keep her job if she keeps the baby. Landlady Una Merkel offers to help Reynolds with the baby, and Fisher, now interested in Reynolds, uses the excuse of an interest in the child as reasons for seeing Reynolds. More complications arise when he takes her to a New Year's Eve party with a wardrobe "borrowed" from the store, but after the party he confesses his love and she explains everything.

X-RAY: Lots of fun, songs that are melodic and tuneful, colorful settings, humorous situations, and a plot that will tax no one yet please many are to be found in this gay film that should prove entertaining to the entire family. Eddie Fisher makes his film debut here and emerges as a surprising talent in the acting department as well as superior in his usual forte, which is singing. The cast is fine, the direction is good, and the production in the better category. Of course, the fact that Eddie Fisher and Debbie Reynolds are married in real life and do have a "Bundle of Joy" of their own may also prove stimulating at the boxoffice. The screen play is by Norman Krasna, Robert Carson, and Arthur Sheekman, based on a story by Felix Jackson. Songs heard include "Bundle Of Joy," "All About Love," "Some Day Soon," "I Never Felt This Way Before," "Worry About Tomorrow," "Lullabye In Blue," "You're Perfect In Every Department."

TIP ON BIDDING: Higher Bracket.

AD LINES: "Two Of America's Greatest Entertainment Names Pair Their Talents To Give You A 'Bundle Of Joy'"; "Fun For All The Family"; "Eddie Fisher Fans Will Go Wild About His First Starring Film."

REPUBLIC

A Woman's Devotion (5602)

DRAMA
88M.

(Filmed in Mexico)

(Trucolor)

ESTIMATE: For the program.

CAST: Ralph Meeker, Janice Rule, Paul Henreid, Rosenda Monteros, Fanny Schiller, Jose Torvay, Verve Beirute, Tony Carbajal, Jaime Gonzales, Carlos Riquelme. Produced by John Bash; directed by Paul Henreid.

STORY: Ralph Meeker, well-known artist and hero of World War II, and his wife, Janice Rule, have been happily married for six months when they arrive in Mexico on a holiday. The first night he

feels the need for a walk and meets an attractive waitress whom he asks to pose for him. She agrees and takes him to her quarters. The next morning, she is found dead, and Rule and Meeker are questioned by police captain Paul Henreid. The latter checks back and finds that Meeker was in a hospital with a mental disturbance caused by the war. Maid Rosenda Monteros and the dead woman's husband try to blackmail Rule and Meeker. Rule seeks to get away, but is stopped by Henreid. Meeker takes the money to Monteros, and the next morning she is found dead in much the same manner as the waitress. They are given permission to leave, but at the last moment, Henreid decides there is need for further interrogation and catches up with them at the airport. Meeker's guilt becomes a certainty, and he goes berserk at the sound of planes arriving and taking off. A police bullet ends his tortured existence.

X-RAY: The setting and scenery are colorful and interesting, with the on-the-spot filming in the picture's favor. There is some suspense and drama and a plot that is of average interest. Direction, production, and cast are adequate. Mayhaps the femmes may get a boot out of the romance sequences, but on the whole it's for the program. The story and screen play are by Robert Hill. A song is heard, "A Woman's Devotion."

AD LINES: "Their Holiday In Mexico Spelled Big Trouble"; "A Story Of Overpowering Romance And The Price She Had To Pay"; "Love . . . Or Love Mad?"

UNITED ARTISTS

The Brass Legend

WESTERN
79M.

(Goldstein)

ESTIMATE: For the lower half.

CAST: Hugh O'Brien, Nancy Gates, Raymond Burr, Reba Tassell, Donald MacDonald, Bob Burton, Eddie Firestone, Willard Sage, Stacy Harris, Norman Leavitt, Dennis Cross, Russell Simpson, Michael Garrett, Jack Farmer. Produced by Herman Cohen; directed by Gerd Oswald.

STORY: While riding a new pony, 11-year-old Donald MacDonald follows dance hall girl Reba Tassell and sees her meet Raymond Burr, a notorious killer whom everyone had believed dead. MacDonald tells sheriff Hugh O'Brien, who goes to the hideout and captures Burr. Fearing that Burr's friends might hurt the boy, O'Brien tells MacDonald not to say anything. Willard Sage, the town editor, carries a big story stressing a large reward, which later turns out to be nonexistent. MacDonald's father, Bob Burton, believes O'Brien is trying to cheat his son and tells Sage the story. He runs it in his paper. Burton's daughter, Nancy Gates, who is engaged to O'Brien, quarrels with him over the matter. Eddie Firestone, the town drunk, shoots MacDonald in an attempt to prove his devotion to Tassell. O'Brien seeks out three brothers who are friends of Burr, and when they draw he kills two of them and puts the third, Stacy Harris, in the same cell with Burr. Harris gives Burr a derringer he had hidden and Burr breaks out, asking Tassell to tell O'Brien he will meet him alone. Firestone admits shooting the boy and is killed when he draws on O'Brien. Burr and O'Brien meet and Burr is killed in the gun fight. With Burr dead, and MacDonald on the road to recovery, O'Brien and Gates look to a new life together.

X-RAY: What might have been a better than average western is hampered by a heavy burden of dialogue and a minimum of action or suspense. The cast did its best, but could not overcome the slow

pace. O'Brien's reputation as TV's "Wyatt Earp" should be of some help at the box-office, if it is properly exploited. This is a routine lower half offering. Story by George Zuckerman and Jess Arnold; screen play by Don Martin.

AD LINES: "Hugh 'Wyatt Earp' O'Brien As A Sheriff They Couldn't Buy, Bluff Or Beat To The Draw"; "Saga Of A Tin Star Tornado Who Cleaned Up The Wickedest Town In The West"; "A Two-Fisted, Two Gun Sheriff Blasts The Brass Legend."

The Wild Party

DRAMA
81M.

(Security)

ESTIMATE: Off-beat entry for art, specialty, and exploitation houses.

CAST: Anthony Quinn, Carol Ohmart, Arthur Franz, Jay Robinson, Kathryn Grant, Nehemiah Persoff, Paul Stewart, and the Buddy de Franco Quartet. Produced by Sidney Harmon; directed by Harry Horner.

STORY: Anthony Quinn was once a well-known football player and he still continues to think of himself as a big man, especially with women. Now he is down and out with a few other down-and-outers around him to feed his ego and help him rob to stay alive. The group gets its kicks as well from low-down music in the shabby joints of Los Angeles. Low in funds and morale, Quinn agrees to hanger-on Jay Robinson going out to find a sucker couple to bring into a trap. The others wait, including Nehemiah Persoff, a piano player who dreams of setting up his own combo, and Kathryn Grant, who fell victim to Quinn and has refused to go home since. Robinson comes across wealthy Carol Ohmart and her fiance, Navy officer Arthur Franz. Ohmart is looking for excitement, and they go with Robinson. Quinn is attracted to Ohmart, and Franz is defenseless against his brute strength as they wind up prisoners in his deserted quarters in an empty part of town. Franz offers to raise a large sum of money for their release and fails. Quinn decides to marry Ohmart in Mexico and then get money from her parents. Grant and Persoff fall in love and decide to get away from Quinn. They send for the police. They go to warn the crazed Quinn, and he starts to beat Persoff, whereupon Grant fatally injures him with the car she is driving. The night of terror is ended with Ohmart and Franz brought closer together.

X-RAY: Thoroughly unpleasant, savage, brutal might be a description of this entry, and yet, because it is just that, it has a certain amount of fascination and interest about it that will attract as well as repel viewers. This tale of run-down music addicts as differing from out-and-out dope addicts has a language, moral, and story all its own. It is suited for adults only, with particular emphasis on those audiences that attend art and specialty houses and the seekers of the sensational in the exploitation spots where sex and the off-beat attract a certain attendance. Audiences will pay attention once they become enmeshed in the telling of the yarn, and the cast makes the night of terror seem realistic enough, with Quinn particularly effective. Direction and production are good for this type of thing. The story and screen play are by John McPartland. The bears a Legion of Decency "B" rating.

AD LINES: "A Night Of Terror Never To Be Forgotten"; "A Story Of The Low-Down Dives Of Los Angeles"; "A Film To Be Seen By Adults Only . . . One That Won't Be Forgotten."

THE SERVICESECTION is the only service of its kind giving a full coverage, listing, and reviews of all features and shorts in the domestic market.

U-International

Four Girls In Town (5706)

COMEDY DRAMA
85M.

(CinemaScope) (Technicolor)

ESTIMATE: Interesting programmer.

CAST: George Nader, Julie Adams, Marianne Cook, Elsa Martinelli, Gia Scala, Sydney Chaplin, Grant Williams, John Gavin, Herbert Andersen, Hy Averbach, Ainslie Pryor, Judson Pratt, James Bell, Mabel Albertson, Dave Barry, Maurice Marsac, Helene Stanton, Irene Corlett, Eugene Mazzola. Produced by Aaron Rosenberg; directed by Jack Sher.

STORY: Film star Helene Stanton refuses a part in a forthcoming epic, holding up her company for exorbitant terms. A world-wide talent hunt for a replacement results in American Julie Adams, Italian Elsa Martinelli, French Gia Scala, and Austrian Marianne Cook coming to Hollywood. New director George Nader is put in charge, becomes attached to Adams. Martinelli makes a play for playboy Grant Williams. Scala, who is married and has a child, keeps this a secret and spends most of her time with actor John Gavin. Cook, a widow, is attracted to composer Sydney Chaplin, parted from his wife. Scala wins the part, but when her husband and child pay her a surprise visit she is torn between a career and returning to France as a wife and mother. Cook is then offered the part and is overjoyed. However, Stanton, realizing she is about to be replaced, comes to her senses and takes the role at the studio's terms. All of the girls, however, have found happiness if not stardom.

X-RAY: This is interesting all the way but misses being really a good picture because of its lack of story values. It was written by the director, Jack Sher. All the girls are beautiful, and much can be expected from Marianne Cook in particular. The Hollywood "inside stuff" angle should prove attractive to most audiences, and this should prove a pleasing programmer. A new and interesting manner of presenting opening titles is tried, while the Technicolor, CinemaScope and the wealth of feminine beauty all help. There is a special song, "Rhapsody For Four Girls," by Alex North.

TIP ON BIDDING: Better program price.

AD LINES: "Hollywood's Own Story About The Most Beautiful Girls In The World"; "The Kind Of Hollywood Adventure Every Girl Lives In Her Dreams"; "Inside Hollywood, U.S.A."

WARNERS

Baby Doll (607)

DRAMA
114M.

ESTIMATE: Off-beat adult drama is best for sophisticated, metropolitan spots.

CAST: Karl Malden, Carroll Baker, Eli Wallach, Mildred Dunnock, Lonny Chapman, Eades Hogue, Noah Williamson. Produced and directed by Elia Kazan. A Newtown Production.

STORY: Karl Malden, slow-witted Mississippian, lives with his child bride, Carroll Baker, in several rooms of a falling apart mansion of the pre-Civil War period. He is the unsuccessful operator of a broken down cotton gin and has been forced into complete idleness by the opposition of Eli Wallach, whose modern gin has proved too much competition. Frustrated by Baker, his marriage not as yet consummated, Malden gets drunk one night, turns arsonist, and burns down Wallach's gin. To get his work done, Wallach is forced to turn to Malden, whose gin he sublets. Suspecting Malden of

burning his plant down, Wallach purposely causes a breakdown on Malden's gin, sends Malden off to town for a new part, and while he is gone plays "games," romantic and otherwise, with Baker, from whom he plots to get a signed confession of Malden's guilt. Upon his return, Malden suspects something is up and accuses Baker of unfaithfulness. He goes shooting for Wallach, who hides on the grounds. Baker sends for the sheriff who takes Malden away when Wallach says he will prosecute. The implication is that Wallach will return.

X-RAY: This one will prove a problem to many. Its subject matter, from story and screen play by Tennessee Williams, who seems to specialize in things of this type, is adult and sophisticated to say the least. It will shock many with its frankness and emphasis on sex, made doubly potent by the presence of the plentifully exposed person of Carroll Baker, making her screen debut and scoring a personal triumph. Her acting is excellent, as is that of Earl Malden and the third side of the triangle, Eli Wallach, also making a film debut. On all counts, production-wise, camera work, supporting parts, some by actual Mississippi natives, this shapes up as a top film. For sophisticated audiences in metropolitan centers it should click. Situations and dialogue will shock many, particularly in small towns and rural areas. This is one of those controversial, modern thinking, new approach to entertainment things. This bears a Legion of Decency "C" rating.

TIP ON BIDDING: Higher rates.

AD LINES: "Tennessee Williams' First Original Screen Play; Elia Kazan's First Independent Production; Carroll Baker's Debut As A Star; Eli Wallach's First Role In Motion Pictures"; "She's Nineteen—She Makes Her Husband Keep Away—She Won't Let The Stranger Go!"; "She's Raw Electricity—She's 'Baby Doll'."

FOREIGN

Vitelloni

DRAMA
103M.

(API Productions)

(Italian-made) (English titles)

ESTIMATE: Interesting import.

CAST: Franco Interlenghi, Franco Fabrizi, Alberto Sordi, Leopoldo Trieste, Riccardo Fellini, Leonora Ruffo, Lida Baarowa, Arlette Sauvage, Maja Nipora. Directed by Federico Fellini.

STORY: Franco Fabrizi, having seduced Leonora Ruffo, the sister of friend and companion Franco Interlenghi, is forced to marry her. After a honeymoon, he is forced into a job as a salesman of religious objects in a shop. He isn't changed by marriage and still looks for his women where he can find them. He even tries to get romantic with the boss' wife and is fired. After each escapade, Ruffo forgives him. He and friends of similar temperament are perfectly content to be idle and over friendly with girls and to leave the job hunting for others. Fabrizi spends one night away from home with another girl, and Ruffo cannot forgive anymore and runs off with their child. Fabrizi and the others search everywhere, fearing the worst, and he finally finds her at the home of his father who gives him a deserved whipping. The couple is reconciled, he pledging to behave in the future. Life goes on for the others in the group, planning but never getting around to doing anything except for Interlenghi, who makes the break and leaves the town to seek his fortune elsewhere.

X-RAY: The doings and misdeeds of young men in an average Italian town are recounted here in interesting fashion with

(Continued on page 4264)

A.A.	COLUMBIA	M.G.M.	PARAMOUNT	R.K.O.	REPUBLIC	20th-FOX	U.A.	UNIVERSAL	WARNERS	MISC.
No Place To Hide (DC) David Brian, Marsha Hunt	You Can't Run Away From It (TC) Jack Lemmon, June Allyson	These Wilder Years James Cagney, Barbara Stanwyck	The Proud And Profane (VV) William Holden, Deborah Kerr	Beyond A Reasonable Doubt Dana Andrews, Joan Fontaine	Lisbon (Naturama-Tricolor) (Made in Portugal) Ray Milland, Maureen O'Hara	Stagecoach To Fury (Regalscope) Farrist Tucker, Merrill Blanchard	Running Target (Canyon) (CS-DC) Doris Dowling, Arthur Franz, Richard Reeves	The Killers (RE) Burt Lancaster, Ava Gardner	Seven Men From Now (WC) Randolph Scott, Gail Russell	Jedda The Uncivilized (EC) (DCA) (Australian-made)
Hold Back The Night John Payne, Mona Freeman	Odango (CS-TC) Rhonda Fleming, Macdonald Carey, Anthony Quinn	Lust For Life (CS-Metrocolor) Kirk Douglas, Anthony Quinn	Pardners (VV-TC) Dean Martin, Jerry Lewis	Back From Eternity Anita Ekberg, Robert Ryan	Dakota Incident (Tricolor) Linda Darnell, Dale Robertson, John Lund	The Third Man (RE) Joseph Cotten, Orson Welles	Men In War (Security) Robert Ryan, Aldo Ray	The Sleeping City (RE) Richard Conte, Coleen Gray	The Burning Hills (CS-WC) Tab Hunter, Natalie Wood	Frontier Gambler (Associated) John Bromfield, Colleen Gray, Kent Taylor
The Naked Hills (Pathé Color) David Wayne, Marcia Henderson	Tea And Sympathy (CS-Metrocolor) Deborah Kerr, John Kerr	The Opposite Sex (CS-Metrocolor) June Allyson, Ann Sheridan, Dolores Gray	The Vagabond King (VV-TC) Kathryn Grayson, Oreste	Back From Eternity Anita Ekberg, Robert Ryan	Dakota Incident (Tricolor) Linda Darnell, Dale Robertson, John Lund	Teenage Rebel (CS) Ginger Rogers, Michael Rennie	The Peacemaker (Makelim) James Mitchell, Rosemarie Bowe	Showdown At Abilene (TC) Jack Mahoney, Martha Hyer	A Cry In The Night Edmond O'Brien, Natalie Wood	Secrets Of Life (TC) (Part CS) (Buena Vista) (Disney)
Canyon River (CS-DC) Geo. Montgomery, Marcia Henderson	The Power And The Prize (CS) Robert Taylor, Elizabeth Mueller	The Mountain (VV-TC) Robert Wagner, Spencer Tracy, Claire Trevor (Made in France)	War And Peace (VV-TC) Audrey Hepburn, Henry Fonda, Mel Ferrer (Made in Italy) (Special Engagements)	Tension At Black Rock (TC) Cameron Mitchell, Richard Egan, Dorothy Malone	A Woman's Devotion (Tricolor) Ralph Meeker, Janice Rule, Paul Henreid	Love Me Tender (CS-DC) Richard Egan, Debra Paget, Elvis Presley	The Unguarded Moment (TC) Esther Williams, George Nader	The Bad Seed Nancy Kelly, Patty McCormack, Henry Jones, Eileen Heckart	The Amazon Trader (WC) John Sutton, Marie Fernanda	It Conquered (American-Int.) Peter Graves, Beverly Garland
Geo. Montgomery Marcia Henderson	The Iron Petticoat (VV-TC) Bob Hope, Katherine Hepburn (English-made)	The Search For Bridey Murphy (VV) Teresa Wright, Louis Hayward	Death Of A Scoundrel George Sanders, Yvonne De Carlo	The Brave One (CS-TC) Michel Ray	The Man Is Armed Dane Clark, May Wynne	Gun The Man Down (Morrison-McLaglen) James Arness, Emilie Meyer	The Mole People John Agar, Cynthia Patrick	The Amazon Trader (WC) John Sutton, Marie Fernanda	Toward The Unknown (WC) William Holden, Lloyd Nolan, Virginia Leith	The She Creature (American-Int.) Chester Morris, Marla English
The Young Guns Russ Tamblyn, Gloria Talbott	Julie Doris Day, Barry Sullivan, Louis Jourdan, Frank Lovejoy	The Opposite Sex (CS-Metrocolor) June Allyson, Ann Sheridan, Dolores Gray	Death Of A Scoundrel George Sanders, Yvonne De Carlo	Scandal, Inc. Robert Hutton, Paul Richards, Patricia Wright	The Man Is Armed Dane Clark, May Wynne	Revolt At Fort Laramie (Bel-Air) (CS-TC) John Dehner, Frances Helm	The Mole People John Agar, Cynthia Patrick	The Amazon Trader (WC) John Sutton, Marie Fernanda	Giant (WC) Elizabeth Taylor, Rock Hudson, James Dean	La Strada (Trans-Lux) Anthony Quinn, Richard Basehart, Giulietta Masino (Italian-made)
Strange Intruder Ida Lupino, Edmund Purdom, Ann Harding	To The Ends Of The Earth (RE) Dick Powell	The Power And The Prize (CS) Robert Taylor, Elizabeth Mueller	Death Of A Scoundrel George Sanders, Yvonne De Carlo	Scandal, Inc. Robert Hutton, Paul Richards, Patricia Wright	The Man Is Armed Dane Clark, May Wynne	Tiger By The Tail (Canyon) Larry Parks, Constance Smith	The Mole People John Agar, Cynthia Patrick	The Amazon Trader (WC) John Sutton, Marie Fernanda	William Holden Lloyd Nolan, Virginia Leith	The She Creature (American-Int.) Chester Morris, Marla English
Rod Cameron Mary Castle	Rogues Of Sherwood Forest (RE) John Derek	The Iron Petticoat (VV-TC) Bob Hope, Katherine Hepburn (English-made)	Death Of A Scoundrel George Sanders, Yvonne De Carlo	Scandal, Inc. Robert Hutton, Paul Richards, Patricia Wright	The Man Is Armed Dane Clark, May Wynne	Anastasia (CS-DC) (Made in Europe) Ingrid Bergman, Paul Hays, Yul Brynner	The Mole People John Agar, Cynthia Patrick	The Amazon Trader (WC) John Sutton, Marie Fernanda	Elizabeth Taylor Rock Hudson, James Dean	La Strada (Trans-Lux) Anthony Quinn, Richard Basehart, Giulietta Masino (Italian-made)
Friendly Persuasion (TC) Gary Cooper, Dorothy McGuire, Marjorie Main	The Gamma People (English-made) Paul Douglas	The Iron Petticoat (VV-TC) Bob Hope, Katherine Hepburn (English-made)	Death Of A Scoundrel George Sanders, Yvonne De Carlo	Scandal, Inc. Robert Hutton, Paul Richards, Patricia Wright	The Man Is Armed Dane Clark, May Wynne	Black Whip (Regalscope) Hugh Marlow, Coleen Gray	The Mole People John Agar, Cynthia Patrick	The Amazon Trader (WC) John Sutton, Marie Fernanda	The Girl He Left Behind Tab Hunter, Natalie Wood	Westward Ho, The Wagons (CS-TC) (Buena Vista) (Disney) Fess Parker
Fighting Trouble The Bowery Boys	The Last Man To Hang (English-made) Tom Conway	The Iron Petticoat (VV-TC) Bob Hope, Katherine Hepburn (English-made)	Death Of A Scoundrel George Sanders, Yvonne De Carlo	Scandal, Inc. Robert Hutton, Paul Richards, Patricia Wright	The Man Is Armed Dane Clark, May Wynne	The Girl Can't Help It (CS-DC) Tom Ewell, Jayne Mansfield	The Mole People John Agar, Cynthia Patrick	The Amazon Trader (WC) John Sutton, Marie Fernanda	Baby Doll Karl Malden, Carroll Baker, Eli Wallach	Runaway Daughters (American-Int.) Marla English, John Littel
Calling Homicide Bill Elliott	Rumble On The Docks James Darren	The Iron Petticoat (VV-TC) Bob Hope, Katherine Hepburn (English-made)	Death Of A Scoundrel George Sanders, Yvonne De Carlo	Scandal, Inc. Robert Hutton, Paul Richards, Patricia Wright	The Man Is Armed Dane Clark, May Wynne	Oasis (CS) (Made in Europe) Michele Morgan, Cornell Borchers	The Mole People John Agar, Cynthia Patrick	The Amazon Trader (WC) John Sutton, Marie Fernanda	The Wrong Man Henry Fonda, Vera Miles	Shake, Rattle and Rock (American-Int.) Fats Domino, Lisa Gaye
The Cruel Tower John Ericson, Mari Blanchard	The Seventh Calvary Randolph Scott	The Iron Petticoat (VV-TC) Bob Hope, Katherine Hepburn (English-made)	Death Of A Scoundrel George Sanders, Yvonne De Carlo	Scandal, Inc. Robert Hutton, Paul Richards, Patricia Wright	The Man Is Armed Dane Clark, May Wynne	The Monte Carlo Story (TC-Technirama) Marlene Dietrich, Vittorio De Sica (Made in Morocco) (Titanus)	The Mole People John Agar, Cynthia Patrick	The Amazon Trader (WC) John Sutton, Marie Fernanda	Rock, Rock, Rock (DCA) Alan Freed, LaVern Baker, Frankie Lymon and Teenagers	
High Terrace Dale Robertson, Lois Maxwell, Derek Bond	Marie Antoinette (RE) Marie Antoinette	The Iron Petticoat (VV-TC) Bob Hope, Katherine Hepburn (English-made)	Death Of A Scoundrel George Sanders, Yvonne De Carlo	Scandal, Inc. Robert Hutton, Paul Richards, Patricia Wright	The Man Is Armed Dane Clark, May Wynne	The Big Boogie Errol Flynn, Resanna Rary (Made in Cuba) (Blumberg)	The Mole People John Agar, Cynthia Patrick	The Amazon Trader (WC) John Sutton, Marie Fernanda	Rock, Rock, Rock (DCA) Alan Freed, LaVern Baker, Frankie Lymon and Teenagers	
Blonde Sinner Diana Dors (English-made)	The Tea House Of The August Moon (CS-Color) Marlon Brando, Glenn Ford, Eddie Albert (Made in Japan)	The Iron Petticoat (VV-TC) Bob Hope, Katherine Hepburn (English-made)	Death Of A Scoundrel George Sanders, Yvonne De Carlo	Scandal, Inc. Robert Hutton, Paul Richards, Patricia Wright	The Man Is Armed Dane Clark, May Wynne	The Halliday Brand Joseph Cotton, Viveca Lindfors (Callier Young)	The Mole People John Agar, Cynthia Patrick	The Amazon Trader (WC) John Sutton, Marie Fernanda	Rock, Rock, Rock (DCA) Alan Freed, LaVern Baker, Frankie Lymon and Teenagers	
The Rose Bowl Story (Color) (RE) Hot Shots, The Bowery Boys	The Great American Pastime Tom Ewell, Anne Francis, Ann Miller	The Iron Petticoat (VV-TC) Bob Hope, Katherine Hepburn (English-made)	Death Of A Scoundrel George Sanders, Yvonne De Carlo	Scandal, Inc. Robert Hutton, Paul Richards, Patricia Wright	The Man Is Armed Dane Clark, May Wynne	Five Steps To Danger Ruth Roman, Sterling Hayden (Grand)	The Mole People John Agar, Cynthia Patrick	The Amazon Trader (WC) John Sutton, Marie Fernanda	Rock, Rock, Rock (DCA) Alan Freed, LaVern Baker, Frankie Lymon and Teenagers	
Kide The High Iron Don Taylor, Sally Forrest	Mutiny On The Bounty (RE)	The Iron Petticoat (VV-TC) Bob Hope, Katherine Hepburn (English-made)	Death Of A Scoundrel George Sanders, Yvonne De Carlo	Scandal, Inc. Robert Hutton, Paul Richards, Patricia Wright	The Man Is Armed Dane Clark, May Wynne	The True Story Of Jesse James (CS-Color) Robert Wagner, Jeffrey Hunter, Hope Lange	The Mole People John Agar, Cynthia Patrick	The Amazon Trader (WC) John Sutton, Marie Fernanda	Rock, Rock, Rock (DCA) Alan Freed, LaVern Baker, Frankie Lymon and Teenagers	

NOW IN GENERAL RELEASE

PROMISED FOR EARLY RELEASE

THE SHOCK STORIES BEHIND THE ROCK 'N' ROLL GENERATION
 IN ONE **SENSATIONAL** PACKAGE



The
 New
 Sin
 That
 Is
 Sweeping
 America!

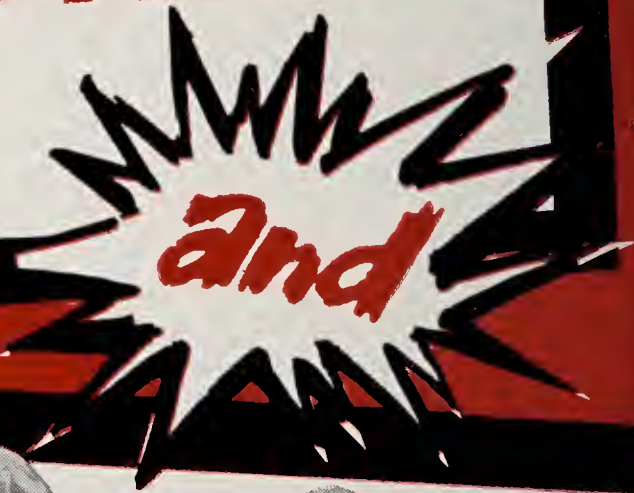
"I believe 'THE WILD PARTY,' as modern as next month, is a real sleeper!"—Louella Parsons

SECURITY
 PICTURES, INC.
 presents

ANTHONY QUINN IN **THE WILD PARTY**

Co-starring **CAROL OHMART** • **ARTHUR FRANZ** • **JAY ROBINSON** • **KATHRYN GRANT** • **NEHEMIAH PERSOFF** • featuring **PAUL STEWART**

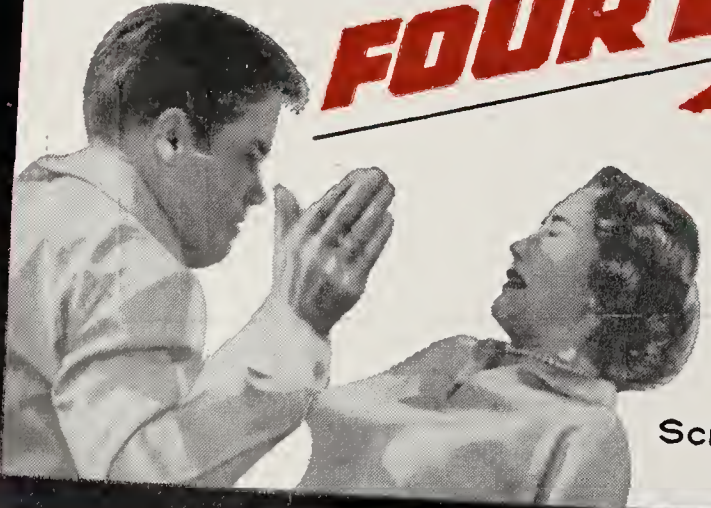
Story and Screenplay by **JOHN MCPARTLAND** • Produced by **SIDNEY HARMON** • Directed by **HARRY HORNER** • A PHILIP YORDAN-SIDNEY HARMON PRODUCTION



**THESE KIDS ARE
 GOING STRAIGHT...
 to the electric chair!**



**FOUR BOYS
 AND A GUN**



with
Frank Sutton • **Tarry Green**
James Franciscus • **William Hinant**
 Screenplay by **PHILIP YORDAN** and **LEO TOWNSEND**
 Produced and Directed by **WILLIAM BERKE**

TH
 UA

MOTION PICTURE

EXHIBITOR

DECEMBER 19, 1956 VOLUME 57 NUMBER 8
IN TWO SECTIONS • THIS IS SECTION ONE

A large, stylized number '38' in a bold, black, outlined font, set against a light gray background. The numbers are slightly shadowed to give a 3D effect.

**YEARS of
SERVICE
to the NATION'S
THEATREMEN**

***Pass The
Pickles, Priscilla***

editorial

**MPAA Revises
Production Code**

(page 8)

**TOA Seeks SBA
Mortgage Loans**

(page 9)

AND FEATURING: STUDIO SURVEY

← With this issue, MOTION PICTURE EXHIBITOR celebrates 38 years of bringing the finest services in the field to the industry, including many exhibition extras.



FIRST 3 DATES OF "TEAHOUSE" TERRIFIC!

The Most Publicized Picture!

LIFE—Two great breaks! Two full pages of Kyo in close-up department. Previously full page of Brando as Sakini.

LOOK—Ed Sullivan cover and feature in Japan. Photo of Brando and Glenn Ford, plus announcement of TEAHOUSE on Sullivan's TV show.

WOMAN'S HOME COMPANION—Four great breaks! Eddie Albert and Family. Color shot in "round-up of pictures." Color pictures of Kyo as geisha girl for January. 4 full pages of Kyo in January.

AMERICAN WEEKLY—Two great breaks! Zolotow series on Brando starts January 6th. Already published Glenn Ford article.

THIS WEEK—Four great breaks. First article included mention of film. Second article included still of Brando as Sakini. Third article included Kyo and mention of film. Fourth article, Berg's visit to Japan, featuring Brando.

PARADE—Feature including still of Brando as Sakini with credit.

GOOD HOUSEKEEPING—Ruth Harbert review in January issue.

COLLIER'S—Brando Japan photos in December 21st issue.

TIME—Two great breaks. Still of Brando as Sakini with credit. And current issue excellent review with photo.

CORONET—"Movie of Month" for January with profile of Glenn Ford.

COSMOPOLITAN—Two great breaks! "Outstanding picture of Month." Also, in round-up of movie reviews in January.

HOLIDAY—Kurnitz glowing review with art.

CHARM—Review and stills set for January issue.

SEVENTEEN—Picture of the Month with art.

GLAMOUR—Two great breaks! Glenn Ford in Japan and previously a preview with art.

PARENTS'—Two great breaks! Awarded Film Family Medal; two-column spread with scene stills in Movie Guide. Following issue, Director Daniel Mann article.

ARGOSY—Movie of Month "Heartily recommended" in review.

N. Y. TIMES MAGAZINE—Layout of movies "based on Broadway plays" including half-page photo of scene from film.

PAGEANT—Four-page spread on Machiko Kyo with credit.

**PLUS HIGH POWERED AD AND
 PROMOTION CAMPAIGN!**

Special footage and great plug on Ed Sullivan show!

M-G-M presents in CinemaScope and METROCOLOR

**MARLON · GLENN · MACHIKO
 BRANDO · FORD · KYO**

In

**"THE TEAHOUSE OF
 THE AUGUST MOON"**

Co-starring

EDDIE ALBERT

with

PAUL FORD · JUN NEGAMI · NIJIKO KIYOKAWA
 MITSUKO SAWAMURA · Screen Play by JOHN PATRICK
 Based on a Book by VERN J. SNEIDER · And the Play by JOHN PATRICK
 Directed by DANIEL MANN · Produced by JACK CUMMINGS

(Available in Magnetic Stereophonic, Perspecta Stereophonic or 1-Channel Sound)

BRAVO JAY EMANUEL AND "M. P. EXHIBITOR" STAFF! 38 YEARS YOUNG!

MOTION PICTURE

EXHIBITOR



DECEMBER 19, 1956
VOLUME 57 NUMBER 8

OUR 38th ANNIVERSARY ISSUE

WITH THIS ISSUE, MOTION PICTURE EXHIBITOR celebrates the 38th anniversary of its founding back in 1918.

It has been a long and colorful road, and we are happy in the friends we have made and in the loyalties we have earned. The new look-ahead, go-ahead policy adopted by MOTION PICTURE EXHIBITOR several years ago is unique in the entire trade press, and has produced gratifying reader interest and continued expressions of encouragement from circuit executives and theatremen across the country. We believe that we are serving theatremen better today than any other trade paper . . . and that we have the most avid readership. We hope to

continue this progress!

The circulation growth of MOTION PICTURE EXHIBITOR has been voluntary and by direct mail. During the past 10 years and more, no "agents," "fleets," or sales representatives of any kind, have called on theatremen or solicited film centers for subscriptions. Growth has truly reflected merit, and not force. We are genuinely proud of our nearly 10,000 A.B.C.-verified weekly subscribers!

And so, on this 38th publishing birthday we extend to all of our friends, everywhere, the merriest of Christmases and a bright and happy holiday season.

God bless!

PASS THE PICKLES, PRISCILLA!

WHILE MOTION PICTURE EXHIBITOR has been reviewing more features and shorts (big, little, domestic and foreign), for the past 30 years or so, than any other trade paper or newspaper, we hadn't realized what a soul-searching, fate-twisting, "chemical" sort of activity it really was until we read a piece by Bosley Crowther in the New York Times recently.

Have at you, boy! And let the test tubes fall where they may!

Says Mr. Crowther: *"The chemistry of illusion is one of those abstract sciences with which the analyst of movies frequently has to cope. Without benefit of test tubes or such paraphernalia as the analysts in more exact sciences use to accomplish their jobs, he regularly has to discover what elements in a picture give it a quality of credibility or what elements an incredible picture lacks.*

"This is a difficult business, because the analyst has to do something more than analyze the picture; he has to analyze himself. This is to say, he has to reckon that the elements which succeed in fooling him may not, under other conditions, succeed in fooling someone else. Or, because the analyst of movies is usually a seasoned spectator, he has to reckon that maybe other people will be fooled by pictures that don't fool him."

Golly! We'd certainly hate to start a foolin' Mr. Crowther!

May we suggest that Rensaeleer, Stevens, or M.I.T. should start a course in movie reviewing, and award a B.S. in F.S.* to its graduates? (*A Bachelor of Science in Fooling Somebody, to you!)

Such a degree could be mounted with pride in the room where one suffers the agonies of critical writing.

JACK COHN, PIONEER

THE INDUSTRY was shocked over the weekend to hear of the untimely passing of beloved Jack Cohn, Columbia executive vice-president and co-founder of the company with his brother, Harry, and the late Joe Brandt.

It can safely be said that Jack was one of the few top

executives loved by all who knew him. He had no enemies.

Founder of the Motion Picture Pioneers, he served as its only president since 1939. He will be missed by the industry he served so well.

Jay Emanuel

**THE SCREEN'S
NEWEST
BOXOFFICE
DRAW!**

TV's "Favorite
Western Star of
Year"-Wyatt Earp
blasts the screen
with gun-hot fury

BOB GOLDSTEIN PRODUCTIONS
presents

HUGH O'BRIAN
NANCY GATES · RAYMOND BURR

**The BRASS
LEGEND**

co-starring REBA TASSELL
DONALD MACDONALD

featuring ROBERT BURTON · EDDIE FIRESTONE

Original Story by GEORGE ZUCKERMAN and JESS ARNOLD • Screenplay by DON MARTIN

Executive Producer BOB GOLDSTEIN • Produced by HERMAN COHEN • Directed by GERD OSWALD

THRU
UA

From SARASOTA, FLA.

After 28 years with National Screen Service in Boston, I have retired and moved down here. But, since leaving the company four weeks ago, I sure do miss receiving MOTION PICTURE EXHIBITOR each week. So, to keep up with the times, I am enclosing my subscription check.

HARRY KIRCHGESSNER

EDITOR'S NOTE: Harry has many friends, even in other territories besides Boston, who will be happy to know that he is enjoying the balmy Florida breezes. For the record, for Christmas cards, etc., his street address is 2506 South Milmar Drive. Good luck, Harry!

From FLINT, MICH.

I am back with the Nortown, and I might add back to stay. Show business is too much a part of me, as I am of it, to be able to turn my back on the many wonderful people connected with it, such as those in your own publication.

May I thank you for being so kind in the past, and, as I have said many times before, may I tell you how completely I enjoy MOTION PICTURE EXHIBITOR, and its many valuable departments.

F. A. PHILLIPS
Nortown Theatre

EDITOR'S NOTE: Seven weeks ago Mr. Phillips left the Nortown with a firm resolve to get out of movie business. But his love for the business brought him back. Many, who are equally devoted and have a lifetime invested, will understand.

From NEW YORK, N. Y.

I think your A-MAN CORNER idea is one of the finest things done for theatremen in years. And FREE, too!

Keep up the good work. For the past 15 years at least, I have read every copy of MOTION PICTURE EXHIBITOR. I hope to keep subscribing for many years to come.

RON FAILES
Theatre Manager

EDITOR'S NOTE: If the A-MAN CORNER has helped to stop the flow of experienced manpower out of this business, we know it has been worthwhile.

From LOUISVILLE, KY.

Regarding Sam Isaac's letter from Cumberland in the Nov. 7 issue, I don't think your current service should be called a TIP ON BIDDING so much as a TIP ON BUYING, for that is what it is for me. Your opinion on whether a picture is in first, second, or third allocation is very important to me.

I would also appreciate such an allocation on reissues, since so many branch managers demand percentage terms for them, regardless of their importance or of the national policy.

With me, MOTION PICTURE EXHIBITOR is TOPS!

LOUIS A. ARRU
Twilite Drive-In

EDITOR'S NOTE: You must be right, Mr. Arru, for we have several dozen other letters telling us we are crazy to consider dropping TIP ON BIDDING. But your proposed name for it sounds best.

From KENBRIDGE, VA.

Just can't do without it!

My pink review SERVICESECTION dated Nov. 28 (page numbers 4257-58-59-60) was misprinted so that several pages are not readable. Please send me a good one, for I have them all since 1941.

WINSTON R. TANNER
K and T Theatres (3)

EDITOR'S NOTE: While printing 10,000 copies each week we suppose a printer is entitled to make a mistake or two. But we're sorry it happened to such a loyal subscriber. A replacement copy has been sent.

From CANON CITY, COL.

Please send a copy of the 1957 BOOKING CALENDAR to each of our (5) theatres. This is a splendid service and we have always appreciated having it in our theatre offices—just as we have also appreciated all of the services and news in our copies of MOTION PICTURE EXHIBITOR.

H. L. McCORMICK
McCormick Theatres

EDITOR'S NOTE: Done! And thank you!

From BIRMINGHAM, MICH.

My sincere thanks to MOTION PICTURE EXHIBITOR, and to the committee of Theatre Executive Judges, for the runner-up number two recognition which I received in October, and for the runner-up number one awarded to me in the Nov. 7 issue. I will continue to do my best to promote public attention to the entertainment product on theatre screens, and interest in theatre attendance.

You, and your eminent Judges are to be commended on the manner in which you have stimulated interest and kept showmanship alive. You have generated faith in the industry and in screen product quality. We in turn, as showmen, should cherish our responsibility to bring this quality to the

public attention and eventual enjoyment.

LEE E. FRASER
Bloomfield Theatre

EDITOR'S NOTE: While Runner-up Achievement Citations from SHOWMANSHIP SWEEPSTAKES don't carry prize money with them, you are certainly getting close. Keep up the good work, for we and the Judges would like to see every aggressive showman win at least one of those weekly \$100 checks. And thanks for your very nice views!

From TELL CITY, IND.

Please enter our order for two AT-A-GLANCE BOOKKEEPING BOOKS and for two binders for the pink SERVICESECTION reviews as carried in MOTION PICTURE EXHIBITOR.

We have been using these items since starting in business in 1948. We find them excellent, and can think of nothing that would better them. Please RUSH so that we will have them on hand for the beginning of 1957.

JUSTIN O. MURPHY
Swiss Theatre


EDITOR'S NOTE: They're RUSHED . . . and should arrive in plenty of time. We have already shipped hundreds of the specially prepared AT-A-GLANCE theatre record keeping books to theatremen who need to keep careful records during 1957. Should anyone like to inspect a sample sheet, just ask for it.

From HAMILTON, ONT. (Canada)

I would appreciate it if you would send me the last complete list of pictures which have played, or are now available to play on TV. I notice that MOTION PICTURE EXHIBITOR is the only trade paper that offers this service. I find same very helpful, for I notice that quite a few film companies are still selling pictures to theatres after they have already been sold to TV.

JOE DYDZAK
Dydzak Drive-In Theatres (5)

EDITOR'S NOTE: While it would obviously be silly to compete with free TV by showing the same feature on the same night, there have been some interesting reports lately about successful grosses in theatres that followed TV, weeks later, with advertising approaches such as: "See it now in full theatre size"; "Now see the whole 102 minutes and not the cut down 54 minute TV version"; and "Positively NO COMMERCIALS." While playable features are still scarce, it is worth a try, and then our TV CHECK-LIST will become a reference book.



THE THEATRES WILL BE
ROCKING
WHEN THIS ONE STARTS
ROLLING
FOR CHRISTMAS

20th Century-Fox present

TOM EWELL
JAYNE MANSFIELD
EDMOND O'BRIEN

THE GIRL CAN'T HELP IT

CINEMASCOPE COLOR by DE LUXE

and Guest Stars

JULIE LONDON · RAY ANTHONY · BARRY GORDON
AND 14 ROCK 'N' ROLL HEADLINERS!

Screenplay by FRANK TASHLIN and HERBERT BAKER

Produced and Directed by FRANK TASHLIN

BROADWAY GROSSES

(As of this Monday)

Newcomers Strong, "Anastasia" Leads

NEW YORK—Two newcomers opened strong on Broadway last weekend, while "Teahouse" at Radio City Music Hall continued in its third week with business way above average for the house.

According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the breakdown was as follows:

"Love Me Tender" (20th-Fox). Paramount (\$45,000)*—Down to less than \$15,000 for the last nine days of the fifth week.

"Anastasia" (20th-Fox). Roxy (\$40,000)—Opened Friday through Sunday with a bang up \$68,051, and \$114,000 estimated for the first week. Ice show on stage.

"The Teahouse Of The August Moon" (MGM). Radio City Music Hall (\$144,000)—Thursday through Sunday hit \$110,000 with the third week sure of \$171,000. Christmas stage show.

"The Opposite Sex" (MGM). Capitol (\$49,000)—Only \$12,000 in sight for the fifth, and last, week.

"Huk" (United Artists). Globe (\$14,800) \$10,000 expected for the opening week.

"Oklahoma!" (20th-Fox). Mayfair (\$15,000)—Dropped to \$9,000 for the seventh, and last, week.

"The Rainmaker" (Paramount). Astor (\$29,000)—Claimed \$36,000 for the opening session.

"The Solid Gold Cadillac" (Columbia). Victoria (\$20,400)—Down to \$13,000 on the eighth, and last, week.

"Julie" (MGM). Loew's State (\$28,700)—Fourth week dropped to \$15,000.

*Figures in parentheses are 1955 weekly averages based on MOTION PICTURE EXHIBITOR reports.

Christmas Show For Hospital

NEW YORK—Cinema Lodge of B'nai B'rith with the cooperation of the American Guild of Variety Artists, sponsored for the third consecutive year, a special Christmas gift for the patients of the entertainment industry's Will Rogers Memorial Hospital at Saranac Lake, N. Y., in the form of a Christmas show presented at the hospital yesterday (Dec. 18).

The idea of the Christmas show gift to the hospital was conceived three years ago by Burton E. Robbins, past president of Cinema Lodge, and it became a reality through the cooperation of Ned E. Shugrue, executive vice-president of Will Rogers, and Marge Coate, director of sick and welfare for AGVA.

I N D E X

VOLUME 57, NUMBER 8 DECEMBER 19, 1956

SECTION ONE

EDITORIALS	3
LETTERS	5
THE NEW YORK SCENE	
BY MEL KONECOFF	7
THE INTERNATIONAL SCENE	14
SHOWMANSHIP SWEEPSTAKES	15
NEWS OF THE TERRITORIES	20
STUDIO SURVEY—	
ANNIVERSARY SECTION	A-1—A-20
SECTION TWO	
THE SERVICE SECTION	SS-1—SS-8
(The Yellow Check-Up)	

Allied, COMPO Execs Meet, Agree In General, Stress Need For Unity



Jayne Mansfield, star, 20th-Fox's "The Girl Can't Help It," just can't help wishing everyone a very Merry Christmas and a happy New Year, a thought in which MOTION PICTURE EXHIBITOR joins.

WASHINGTON—A conference here last fortnight between National Allied and COMPO leaders was believed to have resulted in the two groups agreeing "in general."

Attending the "get together" were Abram F. Myers, Allied's board chairman and general counsel; two former national Allied presidents who have served as COMPO members as well, Trueman T. Rembusch and Wilbur Snaper; and representing COMPO, Emanuel Frisch, San Pinanski, and W. C. Gehring.

They will report back to their respective boards, after which they will meet again.

They issued a statement stressing "The approach on both sides was friendly and constructive; there was in evidence a unanimity of thought on general principles and some particulars; and there was agreement that the present state of the industry required maximum effort on the part of all to turn the tide."

Allied's board is scheduled to meet on Feb. 1-2 in Cincinnati. No meeting of the COMPO board is scheduled at present.

It appears that the way has been considerably cleared for the exhibitor group, which left COMPO charging mismanagement, to return to that all-industry organization.

Warners Acquires Stock

WASHINGTON—The Securities and Exchange Commission reported recently that Warner Brothers Pictures has acquired 638,951 shares of stock at a cost of \$17,921,112 since it extended an invitation to company stockholders to tender stock. The current amount of outstanding Warner Brothers stock totals 1,843,296 shares.

The NEW YORK Scene

By Mel Konecoff



VOICE OF WISDOM AND EXPERIENCE: George Schaefer, industry veteran and producer's representative, had some observations about business and audience taste today. Take for instance one of the films he represents, "The King And Four Queens," which stars Clark Gable and Eleanor Parker as well as three shapely newcomers. Here was a case where Gable, an established marquee value, has been combined with a number of gals who are new. It was felt this combo might well intrigue the public,

establish younger players, and help eventually, if others follow, to alleviate a growing star shortage.

He opined that the industry was losing the women's audience and that they should concentrate on attracting teen-agers via the presentation of fresh faces. Many women are staying at home watching TV, whereas the younger people will eventually revolt from being "chained to their electronic baby sitter" and welcome theatrical entertainment when they are old enough to shop for entertainment on their own.

Today's production picture is being aided and stimulated by the independent producer, who is injecting new creative vitality that would be lacking if all production were controlled by studios. Schaefer cited successful film ventures that made their bow under indie auspices over the past several years.

With regard to Code revisions, Schaefer thought that the whole thing could be simplified if only a system of classifying films would be adopted for adult or family audiences. He called it illogical that plays or books be available to theatre audiences and readers while being denied motion picture patrons. This could be corrected via prior classifications.

Schaefer reported that the reissue market today is at its lowest ebb, with the public knowing it can see them on TV if they wait. It was inevitable that companies sell their backlogs to TV because they have to satisfy the demands of stockholders who view the product in vaults only as money-producing assets.

PRODUCER PARAGRAPHS: Paramount producer Frank Freeman, Jr., was in recently for home office conferences on his "Omar Khayyam," which will probably be released next April. The negative cost of the film is three millions thus far, and it stars Cornel Wilde, Debra Paget, Michael Rennie, John Derek, Raymond Massey, Yma Sumac, Margaret Hayes. These people cost Paramount half a million.

(Continued on page 11)

MPAA Board Revises Film Production Code

Some Provisions Strengthened; Subjects Previously Prohibited Are Conditionally Permitted, Including Drugs, Kidnapping

NEW YORK—The Motion Picture Production Code, adopted in 1930 and relatively unchanged since then, has been revised by the MPAA board, it was announced last week by Eric Johnston, MPAA president.

Johnston said the revisions simplified code provisions and made them more precise; rearranged them into more logical order; strengthened certain provisions; added provisions to deal with subjects not previously covered; and made permissive certain prohibited subjects "under conditions which assure restrained and careful treatment."

Changes, which become effective immediately, include conditional permission for the presentation of illegal drug traffic and drug addiction, and stories of kidnapping, both of which were formerly prohibited. A new prohibition has been added against "mercy killings." Also prohibited are "excessive and inhumane acts of cruelty and brutality." Additional prohibitions in the sex category state that "casual or promiscuous sex relationships" shall not be portrayed as "acceptable or common." Also banned is "open mouth kissing." It is also stated that "rape or seduction should never be made to seem right or permissible." The subject of abortion has been included in permissible material, with qualifications, and prostitution has been added to the prohibition against the treatment of white slavery. Vulgar expressions, double meanings, and blasphemy are all banned by the revised code, and the incitement of bigotry has been added to prohibited subject matter. References in the previous code to miscegenation have been eliminated in the revisions, which in effect makes this permissible subject matter.

Since last January a sub-committee comprised of J. Raymond Bell, Columbia; Paul J. Quinn, RKO; Robert J. Rubin, Paramount; and Sidney Schreiber and Ken Clark, MPAA, worked with Barney Balaban, Paramount; A. Schneider, Columbia; and Johnston on the revision.

Reaction To Code Changes Comes From Producers, Distributors

Immediate reaction to the revisions came from both distribution and production branches of the industry. Arthur B. Krim, United Artists president, stated that the company, not now affiliated with the Motion Picture Association of America, would study the changes and consider the possibility of rejoining the MPAA.

Independent producers Stanley Kramer and Robert Aldrich issued statements. Kramer said that "any liberation of the Code is a step in the right direction." Said Aldrich, "Administration of the Code still lies in the hands of the majors, although they are responsible for only 50 per cent of the product, so independents are policed, controlled and contained by their major competitors."

Tamarin To Present Oscar Sweeps Plan To MPAA

NEW YORK—Alfred H. Tamarin, assistant national advertising, publicity, exploitation director, United Artists, was last fortnight designated by Roger H. Lewis, chairman, MPAA Ad-Publicity Directors Committee, to make the presentation to the Academy of Motion Picture Arts and Sciences board of governors in Hollywood the "Academy Sweepstakes" contest plan. Tamarin is chairman of the sub-committee which proposed the "Sweepstakes" contest, developed by Robert Taplinger, Warners vice-president, to the MPAA board.

Warners Takes Lease On New Office Space

NEW YORK—Warner Brothers Pictures, Inc., has taken a long-term lease of approximately 100,000 square feet of office space in the new 38-story, air-conditioned building now under construction by Tishman Realty and Construction Company, Inc., at 666 Fifth Avenue, it was announced last week by Norman Tishman, president, Tishman Realty, and Benjamin Kalmenson, executive vice-president, Warners.

Warners will occupy the entire seventh floor plus a major portion of the sixth floor. Occupancy is scheduled for the fall of 1957. The present Warner building at 321 West 44th Street, where the company has maintained its general offices for more than 30 years, has been sold.

The move is part of a combined program of expansion and of streamlining facilities so that all administrative and executive offices in the east can be coordinated under one roof, with the exception of its shipping department which will be located on the West Side.

One of the most important construction features of the new Warner offices will include a modern private theatre which will occupy two floors in duplex fashion, and will include facilities both for 35mm. and 16mm. projection. The theatre will seat over 100 persons and will be adjoined by a cocktail lounge and reception room. It will also have facilities for closed circuit television.

Offices also will be established for independent producers whose production Warners is distributing, and for visiting stars from the west coast. In addition, facilities are being provided for interviews and conferences, and space is being allocated for an executive dining room.

Terrytoon Business Up

NEW YORK—Terrytoons has reported a nine per cent increase over last year's theatrical shorts business in United States and Canada, according to William N. Weiss, vice-president and general manager.

Theatrical production at the studio is at a full-scale level with 13 CinemaScope cartoons featuring new characters in work for 20th-Fox distribution.

Exhibitors Approve Business Building Plan

NEW YORK—Proposals to combine the business-building plan adopted by COMPO and TOA with the program advanced by the MPAA advertising and publicity directors committee received enthusiastic approval last week at a meeting of exhibitor leaders and MPAA ad-pub members of the Harvard Club. It is proposed that the combined plan be conducted under the sponsorship of COMPO.

As the first step in the combined program, detailed plans will be made immediately to hold a series of regional meetings at which opinion-makers will be given a constructive picture of the motion picture industry by industry representatives. The first meeting is tentatively set for New York later in the winter.

Wholehearted support was expressed by the industry representatives who attended the luncheon, presided over by Roger H. Lewis, chairman of the MPAA unit. The MPAA plan was explained by Lewis; Kenneth Clark, vice-president of MPAA; Philip Gerard, chairman of the subcommittee which drew up the MPAA plans for regional opinion-makers' meetings; and Jerome Pickman, former chairman of the MPAA group.

Others who spoke included Walter Reade, Jr., TOA; Wilbur Snaper, Allied Theatre Owners of New Jersey; Harry Brandt, president of ITOA; D. John Phillips, MMPTA; Harry Mandel, chairman, COMPO press relations committee; Harry Goldberg, chairman, TOA public relations group that drew up the COMPO plan; and Charles E. McCarthy, COMPO information director.

Others attending were Mort Sunshine, ITOA; Solomon M. Strausberg, president, MMPTA; Herman Levy and Joseph Alterman, TOA; and Taylor Mills and Manning Clagett, MPAA.

N. Y. Tax Protested

NEW YORK—Mayor Robert F. Wagner was asked last fortnight by a joint exhibitor committee of ITOA and MMPTA to appoint a citizens committee to evaluate the five per cent movie admissions tax in this city.

The mayor was told of the "urgent necessity for the repeal of the impost" to aid theatres.

Serving on the committee were Harry Brandt, ITOA head; S. M. Strausberg, MMPTA president; Eugene Picker, Emanuel Frisch, Sol Schwartz, William Namenson, Julius Sanders, Robert W. Coyne, D. John Phillips, and Mort Sunshine.

Hickey To Retire From MGM

NEW YORK—Retirement of George A. Hickey, Loew's west coast division sales manager with headquarters in Los Angeles, was announced last week.

With MGM 40 years, Hickey on Dec. 31 will complete 30 years of supervision of sales in the company's Los Angeles, San Francisco, Seattle, Portland, and Salt Lake City branch office territories.

Film Execs Enroll For Durante Tribute

NEW YORK—Motion picture industry executives from all branches of the business are joining the honorary committee for the entertainment industry tribute to Jimmy Durante, it was announced by S. H. Fabian and Arthur Krim, co-chairmen, motion picture committee.

Among those who have already agreed to serve are Charles Alicoate, Harry C. Arthur, Jr., Robert S. Benjamin, Charles Brackett, Harry Brandt, Alfred E. Daff, George F. Dembow, Walt Disney, Russell V. Downing, Arthur Freed, Y. Frank Freeman, Leopold Friedman, Herman Gelber, William J. German, Leonard H. Goldenson, Abel Green, Don Hartman, Saul Jeffee, Mrs. Chick Lewis, Eddie Mannix, Abe Montague, John J. O'Connor, Robert J. O'Donnell, Milton R. Rackmil, Elmer C. Rhoden, Herman Robbins, Samuel Rosen, Sol Schwartz, George Sidney, George P. Skouras, Spyros P. Skouras, Jake Starr, M. O. Strausberg, Joseph R. Vogel, Frank C. Walker, Richard F. Walsh, Major Albert Warner, Herbert J. Yates, Max Youngstein, and Sam Zimbalist.

The dinner, sponsored by the Jewish Theatrical Guild, will be held at the Waldorf-Astoria on March 17. Participating in the proceeds will be the Motion Picture Relief Fund, Negro Actors Guild, Catholic Actors Guild, Episcopal Actors Guild, Yiddish Theatrical Alliance, the Actors Fund, Will Rogers Memorial Hospital, and the AGVA and AFTRA Welfare Funds.

Columbia Loan Reduced

WASHINGTON—A Securities and Exchange Commission report recently showed that Columbia Pictures had reduced its outstanding notes and loans held by five banks and trust companies to \$15,000,000 as of Oct. 1, 1956.

The company borrowed \$18,000,000 from the First National Bank of Boston, National Trust and Savings Association, Bank of America, Chase Manhattan Bank, and Bankers Trust on Sept. 1, 1954, and repaid \$3,000,000 of this loan last Oct. 1.

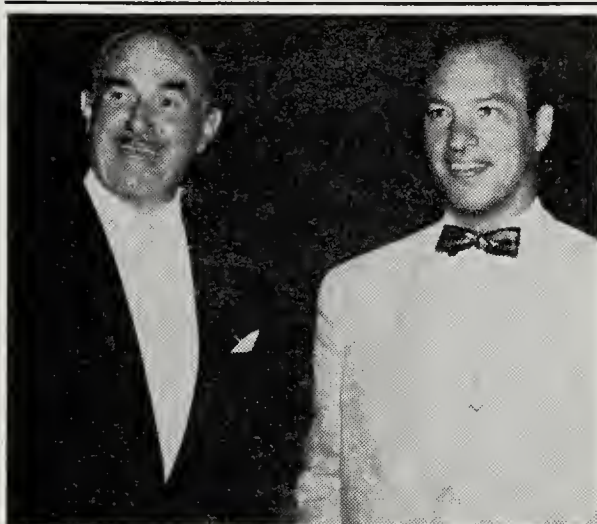
At this time, the SEC report stated, Screen Gems, Inc., a subsidiary of Columbia Pictures, borrowed \$5,000,000 from the First National Bank of Boston, the money being guaranteed by the parent company. Under the terms of this loan, SG will repay a million each on Aug. 31, 1957, 1958, the balance in 1959, or earlier at SG's option with interest at four per cent per annum on the unpaid balance.

Cinemiracle Starts First

NEW YORK—High adventure along the Spanish main will be the subject of Louis de Rochemont's first Cinemiracle production. Elmer C. Rhoden, president of National Theatres, Inc., sponsor of the new wide screen process, announced last fortnight that filming would start immediately.

Based on a contemporary story by Captain Alan J. Villiers titled "Cinemiracle Adventure," the film will center around the famous Norwegian square-rigger, the Christian Radich, reputed to be the fastest windjammer still afloat.

TOA To Urge Broadening Of SBA Policy To Include Mortgage Loans



Jack L. Warner, president, Warner Brothers Pictures, Inc., and Leonard Goldenson, president, AB-PT, are seen recently at the Warners' Burbank, Cal., studios, where arrangements were made for the filming of TV programs for the ABC television network.

Leon Brandt Joins New Production Firm

NEW YORK—Leon Brandt was named vice-president and director, newly formed Coates-Gordon Productions, to serve as eastern sales and publicity representative, it was announced last week by William D. Coates, president, and Glen Gordon, vice-president in charge of production. Other officers are David C. Moore, vice-president and general counsel, and Earl C. Manning, member of the board.

Present planning calls for filming to start in early January, 1957. Scheduled starters on the Coates-Gordon production agenda, subject to the availability of stars to fill top roles, are to be selected from among the following finished scripts, "The Last Gun," "Ride The West Wind," "The Night The Mayor Spoke," "Bury Me Not," "Johnny Reb," "A Touch Of Madness," and an untitled original.

The first group of films will be budgeted from \$250,000 to \$600,000. Studio facilities have been arranged at the Kling California Studios, and negotiations for worldwide distribution through a major outlet were nearing completion.

Daff Drive Readied

NEW YORK—The 1957 Daff Drive, an 18 week sales drive in which Universal-International's overseas branches throughout the world will participate as a salute to Alfred E. Daff, president of the company's overseas subsidiary, was announced last week by foreign general manager Americo Aboaf.

Forty U-I branches will join in the global sales drive which will run from Dec. 30 to May 4.

Theme and slogan is "U-I Key to Prosperity" with a gold key standing as the symbol of the drive throughout the world. To coordinate the effort, drive kits containing samples of exploitation and advertising material, and suggested office displays have been distributed to the participating U-I branches.

NEW YORK—A report issued last fortnight by Philip F. Harling indicated that the TOA would go to the Small Business Administration with a series of recommendations aimed to help theatres by permitting SBA to guarantee funds for mortgage financing.

TOA will recommend that in order to help the national economy the SBA revise its rules to permit it to grant regular mortgage loans up to 20 years to qualified motion picture exhibitors; that the SBA be permitted to make such loans according to established methods and formulas used by leading institutions; that the maximum sum that may be loaned by the SBA for such mortgage purpose shall be \$2,000,000 on any one theatre property; and that the SBA secure proper legislation in order to enable it to increase the revolving fund.

Harling's report criticised SBA's refusal to guarantee mortgage financing and refinancing and the necessity of having to file a letter of refusal of finance from a lending institution in order to seek SBA assistance.

"The onerous collateral requirements and the complicated and voluminous data that must be obtained before the application can be considered is sufficient cause for abandonment of any attempt to put an application through the SBA," Harling declared.

Holding that mortgage financing is absolutely essential to theatres, Harling pointed out that the SBA loan policy board has the authority to reverse the general loan policies of the agency to fit changing conditions, and revealed that TOA and others would make application for changes in the near future.

N. J. Exhibs Widen Program

NEWARK, N. J.—Following a meeting of the executive committee of the Federation of New Jersey Theatres at the Stanley Warner offices here recently, George Gold, president, stated that the group originally formed to safeguard state exhibitors on the legislative front would widen its scope.

Committees were named to consider the publication of a bulletin; participation of state theatres in collection drives; a drive to have insurance rates changed; a campaign directed at minimum wage laws; the improvement of public relations; and state and local civic undertakings by the theatres of the state.

New Fabian-Rosen Pacts Seen

NEW YORK—It was learned last fortnight that Stanley Warner Corporation stockholders at the annual Wilmington, Del., meeting on Jan. 10 will be asked to okay a three-year extension of the employment agreement with Fabian Enterprises, Inc., covering the services of Si H. Fabian and Samuel Rosen as president and executive vice-president respectively.

Fabian, Rosen, and Nathaniel Lapkin will be candidates for reelection as directors.

COMPO Asks Complete Tax Repeal In Statement To House Committee

NEW YORK—As the opening gun of a new campaign, COMPO asked Congress last fortnight for complete repeal of the 10 per cent federal admission tax.

The request was made in a statement filed with a sub-committee on excise taxes of the House Ways and Means Committee by Robert W. Coyne, COMPO special counsel. The statement said that the current 10 per cent tax applies to 1,363 theatres, "located for the most part in large centers of population."

The statement said these houses "have an importance out of all proportion to their number. For these theatres not only gross approximately 200 million dollars yearly, which is a fifth of the industry's total theatre gross of one billion dollars, but they also, because of their location . . . exert an enormous influence in establishing the attraction value of the pictures they play.

"These are the key run theatres of all the nation's 19,000 active movie houses. The advertising which they give to the pictures they play provides the principal stimulant to public attendance at all of the other theatres that play the pictures subsequently. It is obvious, therefore, that it is upon the profitable operation of these theatres that the motion picture industry must depend for its continuance as a healthy business."

The statement points out that both Houses of Congress recognized the need for complete repeal of the tax as long ago as 1953, when they passed the Mason Bill that was later vetoed by the President. In two subsequent actions, the statement asserts, Congress "has inched forward to the attainment of that goal" by reducing the 20 per cent tax by half and by establishing complete exemption from the tax first, in 1954, for theatres charging 50 cents or less and later, in 1956, for theatres charging admission prices of 90 cents and under.

"What we are seeking now," the statement says, "and what we hope your committee will recommend, is that Congress will complete the job it set for itself in 1953. Such action by your committee and by Congress, we might point out, would only be consistent with recommendations made by the Senate Select Committee on Small Business, which, following hearings during the life of the 83rd and 84th Congresses, made strong recommendations that the entire admission tax be repealed."

Coyne pointed out that television continued to be a formidable competitor of movie theatres. He also stated that the motion picture industry is not relying on further tax relief alone, but is introducing new production techniques and new marketing methods to the end that it "may once again assume its place as a growing and expanding medium of entertainment.

"It is respectfully urged," the statement concludes, "that the continuing grave problem of the motion picture as a business and as a part of American life be kept in mind by this sub-committee and by the Congress as it approaches its new studies of excise taxes and their effect on the commodities and businesses to which they apply.

Picker Sees Foreign Income At Peak For UA Quarter

NEW YORK—Arnold Picker, United Artists vice-president in charge of foreign distribution, who recently returned from a trip abroad, stated last fortnight that the company's foreign earnings in the first quarter of the current fiscal year, which began on Dec. 1, 1956, will be "the highest ever in UA history."

He said he still "has confidence in the future of the motion picture in the foreign market despite economic and political problems in a number of countries.

"The world is still going to see films, as they are the best entertainment medium presented," Picker said.

Kogod, Circuit Owner, Dies In Washington

WASHINGTON—Fred S. Kogod, 57, president, K-B Theatres, and an active civic and welfare leader, died last week after several months' illness.

Kogod, vice-chairman, District Board of Public Welfare, took an active part in many charitable drives, including the Variety Club fund for the new wing for Children's Hospital and the Glaucoma Clinic of Episcopal Hospital, to which he was the main contributor.

Kogod went into the theatre business in 1924. From his first theatre, the Princess, Kogod and Max Burka, his partner, spread the theatres throughout the Washington area.

He was a pioneer in the development of shopping centers and parking facilities around his theatres and installed in each one a children's room where youngsters or parties would watch movies in privacy without disturbing the rest of the audience. Theatres in his circuit include the Apex, Langley, Naylor, Flower, MacArthur, Ontario, and the Rockville Drive-In. An active leader of the Adas Israel Congregation and past worker for the United Jewish Appeal, Kogod contributed his theatres as meeting places for congregations of all denominations until they could build their own churches.

"It is believed to be basic as a premise to the justification for any tax that 'ability to pay' must be established. The continuing struggle for existence of the motion picture industry is public knowledge.

"This organization requests the privilege of continuing to work with this sub-committee, the Ways and Means Committee, and with the respective staffs in documenting further its prior reports and this present general statement.

"It is confidently believed that any review of the economic facts pertaining to the industry will induce this sub-committee and the full committee to revert to its position of 1953 and to recommend the full repeal of the admission tax."

NTA Quarterly Income Reaches Record High

NEW YORK—A record net income of \$225,619 for the three month period ended Oct. 31, 1956, was reported last week at the annual stockholders meeting of National Telefilm Associates, Inc. Addressing the stockholders, Ely A. Landau, president of the major distributor of feature films and film series for television, declared that the gross sales income from the recently acquired 20th-Fox motion pictures is estimated "somewhere between \$50 and \$60-million."

The record income reported by NTA was equal to 35 cents per share for the first quarter of the current fiscal year. This was a 273 per cent increase over the \$60,531 or nine cents per share reported in the corresponding period of last year. First quarter earnings were equivalent to 51 per cent of the 1956 fiscal year's entire net income of \$441,877.

In the October quarter, exhibition contracts written were 189 per cent ahead of the comparable months of last year, amounting to \$3,040,783, as against \$1,050,832. In all of the 1956 fiscal year, a total of \$5,793,975 in exhibition contracts were written.

Film rentals showed a gain of 177 per cent, aggregating \$1,832,897 as against \$660,995 in the first fiscal quarter of last year.

Bole Gets TCF-TV Post

NEW YORK—In anticipation of increased activity by TCF Television productions, Irving Asher, executive in charge of production for the 20th-Fox subsidiary, has established a new department of business affairs.

Charles Bole, 20th-Fox legal staff, has been named by Asher to head the new department as business affairs manager. Among Bole's duties will be supervision of contracts, handling of negotiations and administration of business details.

In moving from the major studio to TCF-TV, Bole takes over most of the business affairs functions now performed by Michael Kraike who in the future will devote most of his time to creative effort in development and supervision of new series for TCF-TV.

Holiday Bookings Launch "King"

NEW YORK—The biggest holiday dating program in United Artists history will launch Russ-Field-Gabco's "The King And Four Queens," with 425 key Christmas and New Year's bookings in the United States and Canada, it was announced last week by William Heineman, UA vice-president in charge of distribution.

The area saturations combine 262 Christmas premieres and 163 New Year's openings, covering every domestic exchange area.

Rotary Names Two Exhibs

EVANSTON, ILL.—Two theatre owners are serving as officers of Rotary International, world-wide service club organization, for the 1956-57 fiscal year. They are George A. Dowdle, Deming, N. M., a partner in Frontier Theatres, Inc., who is district governor of Rotary International; and J. Rodger Mendenhall, Mendenhall Theatre Company, Boise, Idaho, who is a Rotary information counselor.

The New York Scene (Continued from page 7)

Freeman estimated that the film should gross between right to 10 millions from domestic as well as foreign returns, especially since the public can't see this type of spectacle on their TV screens at home as yet. As a matter of fact, he reported that Paramount was seeking to design its future product so that it would be radically different from what can be seen on TV.

Observed Freeman, more people are attending theatres today to see the bigger pictures that are good. He thought that the trend was to fewer but larger pictures. Small budget films can do well if they can be brought in inexpensively and if their story material is different.

His next two films are "The Yellow Moon," about Formosa, to go in February for a million, and "Little Shepherd Of Kingdom Come," to start in May for a million four.

TIE-UP; New Yorkers were greeted with full page ads in some of their daily newspapers the other day announcing a tie-up between a chain of restaurants known as Colonel Cobb's and Loew's Theatres, promising all who would sample Cobb's dinner wares a free ticket good any time at any Loew house. No strings or tax were attached. What follows is some of the copy in the ad, which we think deserves reproduction.

A Night Out.

"Son . . . how long has it been since you took your wife out for dinner and movie? . . . I mean the good old average-American, spontaneous, light-hearted combination of Food and Film . . . that used to make a big evening out of any night for you and Baby. What happened? You too busy? Too tired? Got Teeveeitis? Or has it become too expensive? You, suh, are in a spot.

"Tell me true! How long does it take before your wife pops her permanent and makes the welkin ring? I can hear her now: 'Get Me Out of the House. I've GOT to get out of here ONE evening before I simply BUST. If I have another pot to wash I'll dry it on your hair; the next smirking female that yodels how easy it is to do house-work, this ashtray goes right through that picture tube. Maybe you can appreciate those musclebound kewpies clamping toeholds on each other; I'd rather watch Tony Lancaster throw a neck-lock on Gina Lollapalooza; it might even give you ideas. GET out of that chair; we're going out, o-u-t, I say . . . OUT'."

The ad continues on until it comes to the following:

"Y'all come to dinner and be my guest at the movies . . . your evening at the movies is on me. Yessuh, each time you indulge yourself and the little woman in one of my meals we fork over one gen-you-uine movie admission ticket paid for by us . . . you don't even have to pay tax . . . it is non-restricted . . . go any time of any day or night (including New Year's Eve) from here to eternity. Use it the day you get it or save them up for the kids. The formula is one dinner—one ticket . . . just as simple as that. You can get these tickets every day from now until Jan. 31."

We will be very interested to await the results as it seems a deal few will be able to resist, especially since the full dinners cost less than two dollars.

THE METROPOLITAN SCENE: The world premiere at the Roxy of "Anastasia" was scheduled to get the full glamour and publicity treatment with an additional feature of having celebrities being transported to the theatre in a fleet of 1957 automobiles as a result of an agreement with the National Automobile Show at the Coliseum. There was unusual globe coverage because of it being produced abroad and because of the return of Ingrid Bergman to American screens. . . . A unique seminar-preview of PA's "The Wild Party" was held at the World recently with a discussion on progressive jazz, juvenile delinquency, etc. The film, too, came in for its share of wild, wild comment. . . . MGM has arranged for 8,000 calendars to be mailed from Japan to exhibitors and newspaper people all over the world. Scenes from "Teahouse Of The August Moon" are quite prominent throughout. . . . Season's greetings in early from the Nick Matsoukas mishpawcha, Ed Lachman from Gay Paree, Mort Natahanson, Burt Sloane, Charles Einfeld, Leo Samuels. . . . Okay pressbooks out on "Dance With Me Harry," "Nightfall," "Anastasia," "Death Of A Scoundrel," "Oklahoma!" (CinemaScope version), "The Silent Night," "Everything But The Truth," "Rumble On The Docks," "Four Girls In Town." . . . SEASON'S GREETINGS!

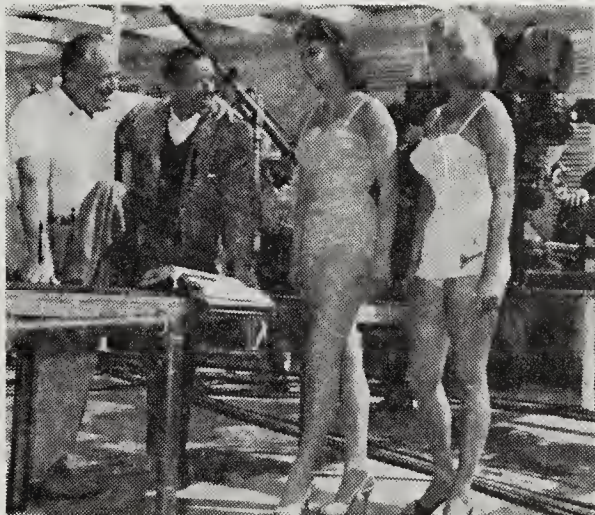
Greyhound Sells Cinerama

CHICAGO—Under a plan announced recently, more than 8,500 Greyhound terminals and agents throughout the U.S. will become boxoffices for the 21 Cinerama theatres from coast to coast.

Residents in areas with a Greyhound terminal or authorized agent need simply go to the ticket window, specify the date, location, and price they wish to pay to receive their seat for the Cinerama showing in any one of the 21 Cinerama theatres, wherever the attraction is being shown.

There is no requirement to purchase Greyhound transportation, but it is expected that many persons will pay the fares to the community where they plan to see the Cinerama showing.

Surveys have demonstrated that Cinerama theatres draw many patrons from areas as far as 250 miles.



Two of the most beautiful girls in the world, Miss Universe beauty pageant runners-up, Marina (Miss Germany) Orschel, and Ingrid (Miss Sweden) Goude, now under contract to U-I, recently discussed their film debuts in U-I's "The Tattered Dress" with producer Albert Sutsmith and director Jack Arnold.

Youthful AIP Trio Maps Future Films

NEW YORK—A trio of youthful filmmakers, who aim their pictures at youthful filmgoers, was in to broaden their distribution outlets and to announce a schedule of 16 features on which they will start production in the new year.

The three, who average 33 years of age, are the drive behind American International Pictures, whose 12 films of the past year are described by Hollywood as medium-budget productions. They cost a minimum of \$100,000 each, which is nothing at all in the film center. But president James H. Nicholson, vice-president Samuel Z. Arkoff, and national sales manager Leon Blender indicated that the rubber-band is coming off the bankroll for the 16 upcoming films. They will cost from \$175,000 to \$300,000 each.

Titles of the new films include "Jet Squadron," "Rockin' Rebel," "The Nth Man," "Cat Girl," "I Was A Teenage Werewolf," "Hell Raiders," "Drag Strip Girl," "Girl From Two Million A.D.," "Wolf Girl," and seven others.

Indie Drive-In Plan Reported

PHILADELPHIA—According to reports current on Film Row last week Sam Shapiro, pioneer area exhibitor, who operates a group of motion picture theatres with his sons, Merton and Ben, including the Arcadia, Merben, Liberty, and Dell, plans opening a drive-in division to be headed by John Turner, former district manager, United Artists, and Lester Krieger, former assistant zone manager here for Stanley Warner Theatres.

Shapiro is said to have purchased the Starlight Drive-In, Camden, N. J., and the Keystone Drive-In, Harrisburg, Pa., for \$325,000 as a nucleus for contemplated drive-in operations, which call for the building of a possible 20 spots in such locations as Ocean City, N. J., Brigatine Beach, N. J., Willow Grove, Pa., Bristol, Pa., a site on the Main Line, and one on West Chester Pike.

None of the people said to be involved in the new undertaking were available for comment at press time.

Kelly Winds Up "Happy Road"

NEW YORK—Gene Kelly returned from France last fortnight and held a press interview at the office of Dan Terrell, MGM exploitation manager. Kelly was enthused over "The Happy Road," first film for his own company, Kelly Productions, which he made there with Barbara Lange and two 10-year-olds, Brigitte Fossey, of France, and Bobby Clark, of the U.S.

With no music and no dancing, Kelly said the film tells a simple story of school children as runaways. It was made in France, he said, because that was its setting, but he gave it enough English to carry it along. It is, he said, a picture about children and for children. MGM releases the film, MGM financed him, and profits are 50-50, Kelly said.

Rank Obtains N. Y. Office

NEW YORK—The J. Arthur Rank Organization, Ltd., last fortnight contracted for the rental of an entire floor of office space at 729 Seventh Avenue for the newly-formed Rank Film Distributors of America, for occupancy early in 1957.

*The true story of Col. Dean Hess,
clergyman turned fighter pilot.*



*Told in the
heroism of
battle's hell,
cherished in
the hearts of
those who
loved him,
living forever
in the happiness
of the
once forgotten
children of
war-ravaged
Korea!*



CO-STARRING

MARTHA HYER

DAN DURYEA

DON DEFORE

ANNA KASHFI

JOCK MAHONEY

with **CARL BENTON REID**

Directed by DOU A

Universal proudly announces the WORLD PREMIERE
February 14th in Marietta, Ohio; home town of Col. Dean Hess.
Territorial openings immediately following.

Universal-International presents

BUCK HUDSON IN **BATTLE HYMN**



by CHARLES GRAYSON and VINCENT B. EVANS Produced by ROSS HUNTER

CINEMASCOPE TECHNICALOR®



The International Scene

Canada

Exhibs Seek Lower Quebec Age Limit

TORONTO—Lowering of the age limit to 14 from 16 was the major topic of discussion at the annual meeting of the Quebec Allied Theatrical Industries. The proposal is to be made to the Province of Quebec as a compromise to the question of having children admitted to theatres of the province.

Since 1927 children under 16 have been barred from Quebec theatres, whereas in other provinces children may attend at any time if accompanied by an adult and matinees on Saturdays and holidays by themselves.

On occasion, the Government has given permission to depart from the law, usually for Walt Disney films and also for "The Ten Commandments."

Robert Granby was returned as president of the association, with all the other officers of last year renamed.

The meeting decided that all material issued from the office of H. C. D. Main, coordinator in connection with the forthcoming Names The Oscars Contest of the Motion Picture Industry Council, will be translated into French. These will be distributed through TOAQ facilities. It is expected that a successor to Charles Bourassa, who retired as executive secretary, will be named soon.

Two proposals on the provincial amusement tax are to be placed before the Province. It will be suggested that the amusement surtax on tickets costing \$1 or less be repealed, and that the amusement tax on tickets costing 75 cents and less be lowered from 10 per cent to eight per cent.

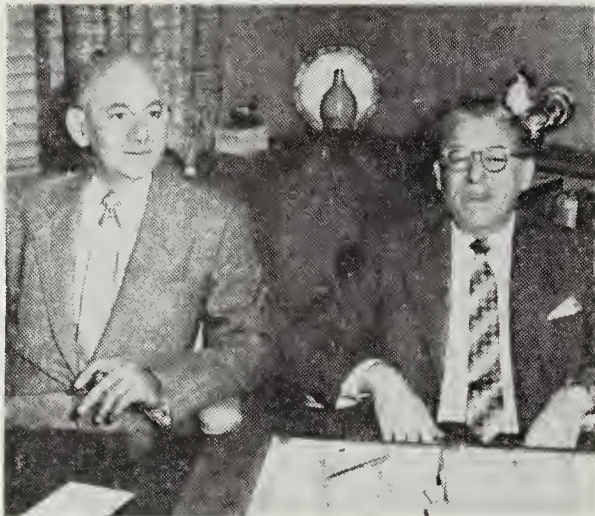
Officers besides Granby reelected were J. Arthur Hirsch, honorary president; Leo Choquette, vice-president; William E. Lester, chairman of the executive committee; William Elman, secretary; and George E. Arnott, treasurer.

The directors are Joseph DeSeve, L. K. Jones, Charles Magnan, B. C. Salamis, Arthur Bahen, John Ganetakos, and George Destounis.

Canadian Comment

Famous Players Canadian Corporation and 20th-Fox are prevented by an interim injunction obtained by Odeon Theatres of Canada, Ltd., from showing the Cinema-Scope version of "Oklahoma!" Odeon's injunction, issued in Ottawa without notice by County Judge Peter J. MacDonald acting in the capacity of a judge of the Supreme Court, restrains the companies from releasing the version to anyone other than Odeon. An argument will be held in Toronto to have the restraining order continued until trial of the action. Famous Players is presently showing the Todd-AO version at the Tivoli, Toronto, where it is now in its 33rd week.

Dan Krendel heads the fund raising committee of the Variety Club of Toronto. Krendel will appoint his own committeemen. Chet Friedman, elected property master for his first term as a member of



Antonio Garcia, Allied Artists International representative in Cuba, left, is seen with Bernard J. Gates on the occasion of a recent visit to AA's New York home office.

the Crew, will head two key committees, both related to the major object of creating income for Variety Village. Friedman will be in charge of the souvenir program for the annual baseball game, as well as acting as publicity director.

Motion pictures in Canada are given a tremendous boost by programs carried on the Canadian Broadcasting Corporation concerning films. One of these is the Gerald Pratley program, "Music from the Films." It features taped interviews with the composers and a discussion of the film and its music. The program is carried Sundays at six p.m.

A strong plea for the cause of the neighborhood houses was made in a recent column of Clyde Gilmour, writing in The Telegram, Toronto. Gilmour mentioned the "gloomy talk of late" that suburban houses were doomed. "I can't help feeling that it will be something to regret for more reasons than one, if such dire predictions come true." Gilmour argued that the nabes give patrons an opportunity of seeing films that they haven't seen downtown at the larger houses. The nabes, he said, enable devoted enthusiasts who have seen a good one downtown to see it again a few weeks or months later. Gilmour then commented on some of the films being shown in the city that night. The column filled plenty of space and undoubtedly reached many persons who never thought of the matter before.

CINE CHATTER: Three Quebec women theatre owners, Mrs. Mirella Perron, Dorion; Mrs. Marguerite David, Longueuil; and Mrs. Delores Moderis, Lachine, entered pleas of not guilty on charges of admitting children under 16 to a movie theatre. The case will be heard in December. . . . Norman Simpson, formerly salesman in the Winnipeg branch of Paramount Film Service, is new Saint John branch manager, succeeding Robert Murphy. Murphy tendered his resignation to take a position in Montreal. Norman is a brother of Russ Simpson, who resigned several years ago as Toronto branch manager to become general manager, Ottawa Valley Circuit, for the O'Brien family. Succeeding Simpson as salesman in the Winnipeg branch is Alf Glass, previously head booker in Winnipeg.

—HARRY ALLEN, JR.

Film Deal With Soviet Approved By Gov't.

WASHINGTON—Bernard Kreisler, president of International Film Associates Corporation, was informed by government officials of the Department of State and the United States Information Agency that films are not included in the suspension of cultural exchange between America and the Soviet Union.

"We received the all clear signal when the officials reiterated that Hollywood entertainment films are the best medium of showing the American way of life to the people of Communistic countries. We are now proceeding with our film arrangements in line with the agreements signed by the Soviet Union and the Eastern European countries," said Kreisler.

Screening prints of two major Hollywood productions are being flown to Moscow within two weeks for preview and determination by the Soviet film officials whether each fulfills the story synopsis left with them by Kreisler during his negotiations there in October. These pictures are to be relayed to Poland, Rumania, Czechoslovakia, and Hungary for preview and selection by the government film officials of each country. Nine other feature production screening prints are to follow in accordance with the 11 picture deal negotiated with the U.S.S.R. by Kreisler.

"Upon receiving a cable from the Soviet officials that each or both is selected, followed by an agreement of the price for each, payment in dollars is to be made in New York City simultaneous with the shipment of the negative duplicate," stated Kreisler.

Columbia Names Novak

NEW YORK—Lacy W. Kastner, president, Columbia Pictures International Corporation, recently announced the appointment of Harry Novak as supervisor for Continental Europe and the Middle East.

In making the announcement, Kastner said of Novak, "For a number of years he has held various important executive positions in the industry in Europe and Latin America. Prior to joining Columbia, he was the managing director for Europe of Universal-International Films."

New Company Formed

NEW YORK—Dino de Laurentiis, producer of "War And Peace," has announced the organization of a new motion picture company, Fredericks Productions, Inc., which will coordinate and finalize American-Italian film production deals.

De Laurentiis will be president of the new company, with Ralph Serpe acting as vice-president.

RKO Appoints Managers

NEW YORK—Alejandro Undurraga has been appointed RKO manager for Chile, it was announced by Walter Branson, RKO's vice-president in charge of worldwide distribution. Undurraga replaces Ludovico Kohn, resigned.

At the same time it was announced that Robert B. King had been appointed RKO manager for Taiwan, succeeding William Yao, resigned. For the past three years King had operated his own film distributing company in Taiwan, handling foreign as well as Chinese pictures.

Kid Promotions Win Extra Christmas Cash

PHILADELPHIA—Nyman Kessler, Stanley Warner DeWitt, Bayonne, N. J., with an entry on kid promotions has won the judges' nod as winner of this week's SHOWMANSHIP SWEEPSTAKES' contest 77. His check for \$100 should reach him in time for some last minute Christmas shopping.

The other entries cover such things as some drive-in stunts and even some extra profits showmanship which gives an insight on how our Canadian neighbors give their concession business a boost with some sound sales gimmicks.

WINNING ENTRY

KID PROMOTIONS

Submitted by Nyman Kessler
SW DeWitt, Bayonne, N. J.

2800 seats • 80 cents top admission
General patronage.

Kiddie promotions tried out the past six months include one matinee at which we gave out Mickey Mouse magic etching sets which were advertised on television. A sponsored herald, paid for by a local sports goods shop, and a lobby 40x60, as well as screen trailer heralded the giveaway, which sure was popular since it evidently was something the kids really wanted.

We also had a ballpoint pen giveaway for the children as a "Back To School" gift at one regular Saturday matinee kiddie show. This worked the same way as the magic etching sets, with a sponsored herald helping plug it.

We had a tieup with a local photographer whereby we gave away photos of children, providing they came in with a paid admission of any adult. This went over terrific. The photographer had several hundred sittings during the week. A special herald and newspaper ads as well as trailer sold the stunt. This actually boosted our business. Each patron taking advantage of the offer received a color photograph. The gimmick for the photographer was that he got several worthwhile orders since the photos really were beautiful and "sold" themselves.

During the summer we had a tieup with a local AAA sport center for 11 weeks. In addition to our regular Tuesday kiddie show (during the summer only) we gave away 10 sport prizes to lucky children. Prizes consisted of baseballs, baseball gloves, basketball, camping equipment, etc. Prizes were worth about \$25 or \$30 each week. This boosted our kiddie matinees during the summer period. The sponsor, of course, received advertising in return in the lobby, on heralds and on screen via trailer.

The C & C Super Cola soft drink company rented our theatre for a free show to the children. The rental was a good one for which we gave the kids a double feature and five cartoons. Free tickets were distributed by merchants selling the soft drink in return for two bottle tops. The merchants issued the tickets, and we honored them. Our candy concessions did a terrific job that matinee.

A local Boy Scout Explorers unit has a membership drive, so I permitted them to put up a tent in our large lobby. In this way I made friends with the sponsors

SHOWMANSHIP SWEEPSTAKES

1955-56 SERIES Finalists In Contest No. 77

George Nonamaker

Editor



Eddie Meade, center, manager, Shea's Buffalo, recently received a \$375 check for staging one of two winning campaigns in MOTION PICTURE EXHIBITOR's Showmanship Sweepstakes contest on UA's "Alexander The Great." Presenting the check is Stanley Kositsky, UA Buffalo branch manager who now heads the company's Philadelphia exchange. At the right is Albert Glaubinger, who replaced Kositsky in Buffalo.

of the group and established good public relations.

The local Kiwanis Club rented our house for a Saturday matinee for its annual National Kids Day show. They paid us a nice rental for which we gave them a feature and cartoons. They supplied each child with candy and had prizes for lucky winners, with each ticket numbered. A crowd of 2700 children packed the house for this event.

RUNNER-UP NUMBER 1

SPONSORED KIDS MATINEE

Submitted by James Salmans
Sixth Street, Coshocton, Ohio
795 seats • 25 cents admission (this show)
General neighborhood patronage.

The only reason for submitting this sponsored kids matinee as an entry in SHOWMANSHIP SWEEPSTAKES is that I think it's the first time the big A & P Food Market ever sponsored a show of this type.

The show was held on a Saturday afternoon at 1.30 P.M., right along with our regular kiddie show; and we charged our regular admission of 25 cents. All children who had visited the A & P Company WITH THEIR PARENTS received a free ticket to the show. The A & P Company paid us a flat rate of \$100 for these tickets. We sold our own tickets to the children who showed up without the A & P tickets.

The show was heralded by a large ad, three columns by 18 inches in the Coshocton Tribune. This was paid for entirely by the A & P and read: "Hey kids . . . this is too good to miss! Free movies at

the Sixth Street Theatre given by your A & P. Get your free ticket at A & P, 205 South Third Street, where mom and dad buy their top quality foods at money-saving prices . . . Be sure to ask mom or dad to pick up your free ticket at A & P . . . It's first come—first served! Tickets given to children with parents; or parents can pick up tickets for children at store. Here's what you'll see—A big screen and stage show . . . two hours, 15 minutes . . . Saturday—starting at 1.30 P.M., James Stewart in "The Far Country"—and five Disney Cartoons. All this plus stage contests where you can win prizes. Don't miss out; be sure to have mom or dad go to A & P and get your free ticket. Free balloons when you enter theatre. Make a date or party to go Saturday—Sixth Street Theatre."

Various stage contests were held whereby over 100 children participated. Small prizes, mostly toys, were awarded.

It is not easy to tieup a company as large as the A & P; but the local promotion manager was so enthused over the bang up job we did that he is now ready to close a deal for 10 or 13 weeks of these sponsored free shows for kids. This is proof that the big companies CAN be worked for this type of promotion.

RUNNER-UP NUMBER 2

BABY SITTING SHOWS

Submitted by L. E. Downing
Haven, Brookhaven, Miss.
800 seats • 50 cents top admission
General small town patronage.

This is a stunt I met success with last year and that I am getting ready to inaugurate again as the Christmas season approaches once again.

It is in the nature of all cartoon and comedy shows with a running time of three hours, which are run from nine a.m. to noon. They are held the two weeks before Christmas on weekday mornings.

Local merchants purchase \$500 worth of tickets which are given out to their patrons.

The shows are advertised as special BABY SITTING promotions whereby the theatre is advertised as a place to take care of customers' children so the parents may complete their Christmas shopping in the neighborhood stores.

The morning showing does not interfere with the regular theatre schedule and affords a fine time to weld good relations between the theatre, the merchants, parents and children.

Special attendants are used to look after the children, a personnel capable of

**IT IS TRUE
THERE HAS
BEEN NO
MOTION
PICTURE
LIKE
'BABY DOLL'**

'Baby Doll' is real. All its people are wrong and right, magnificent and foolish, violent and weak—the way all people are. It is not meant to be moral or unmoral, only truthful. It is bold. But it is real.



Honesty and reality are the outstanding characteristics of every Elia Kazan production. They have earned him two Academy Awards and three N. Y. Film Critics Awards. They have earned him world-wide respect.



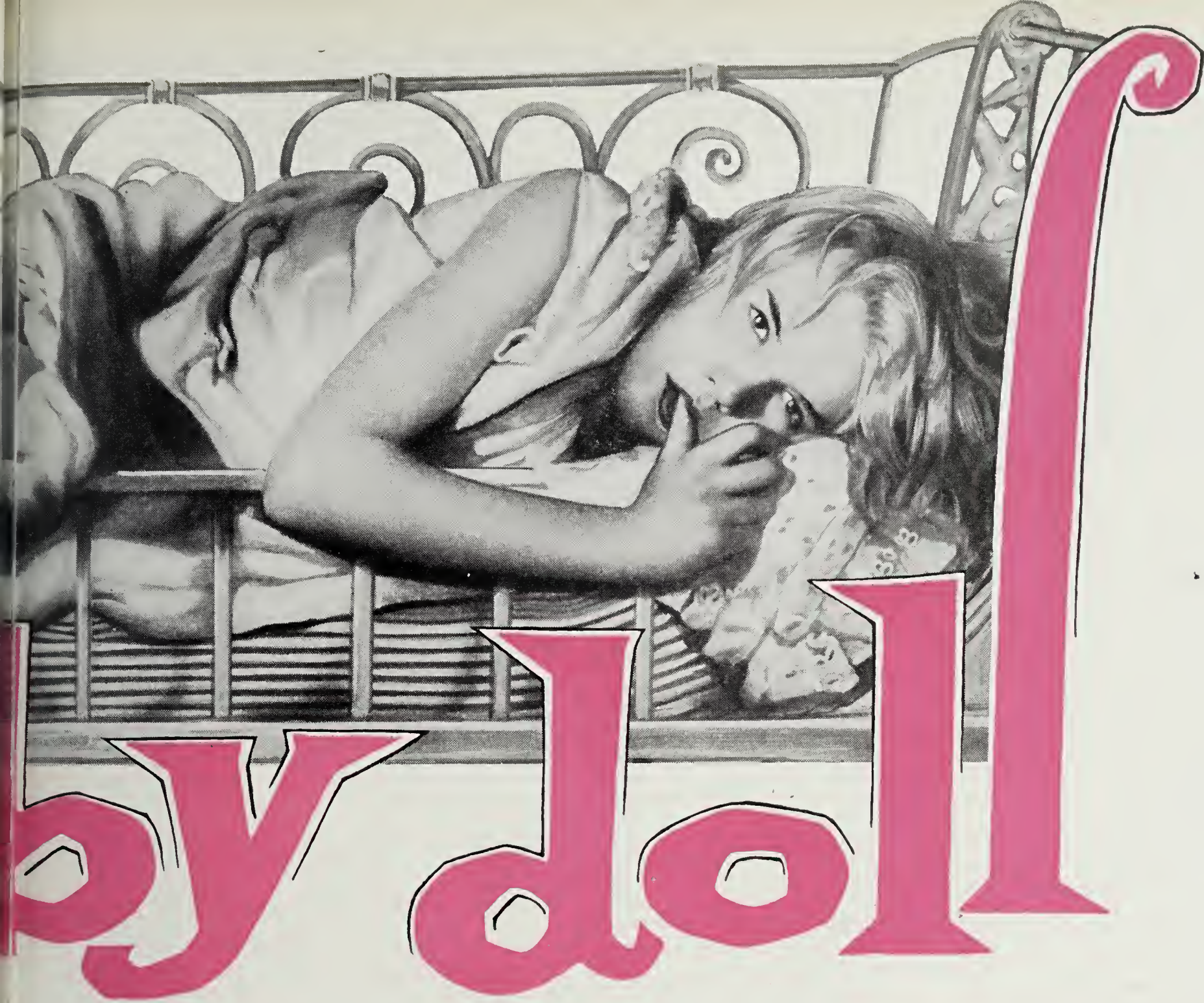
Outspoken and unusual drama is



basic to all of Tennessee Williams' writing. For it, he has won two Pulitzer Prizes and three N. Y. Drama Critics Awards. They have earned him world-wide respect.



Together, these two have now created in 'Baby Doll' a special kind of dramatic appeal—a theme and mood and character that can be compared with no other. 'Baby Doll' is essentially the story of three people: a married girl of nineteen



who is not yet a woman—a husband twice
her age—and a stranger.

◆
The leading roles are played by Karl
Laidler, Carroll Baker and Eli Wallach.
Their performances are certain to be
much discussed when the picture is
shown.

◆
'Baby Doll' is intimate drama—and
different. 'Baby Doll' is earthy humor—

and different. 'Baby Doll' is tender beauty
—and different. There has been no motion
picture like 'Baby Doll'.

◆
Warner Bros. — the presenters of
'Baby Doll'—have previewed it for a great
many outstanding figures from many
walks of life. In their considered judg-
ment, enthusiastically given, 'Baby Doll'
is certain to fulfill the public's highest
expectations.



**NOW PLAYING ITS FIRST ENGAGEMENT AT THE VICTORIA, N. Y.
--NEXT AT THREE THEATRES IN MIAMI.**

taking care of any condition that might arise.

Concession sales bring in a fine extra profit at the extra morning shows, also.

This is, of course, no new idea. However, the longer program at merchant sponsored shows and the baby sitting title are new, and it was easy to sell our merchants. This is a small town of 8,000 population with income from agriculture, with some small manufacturing plants and some oil industry.

RUNNER-UP NUMBER 3

DRIVE-IN STUNTS

Submitted by Robert B. Tuttle
Lenawee Auto Drive-In, Adrian, Mich.

525 cars • \$1.00 per car
General patronage.

We believe that while grosses on individual pictures are terrifically necessary to the successful operation of any theatre, it is the day-to-day efforts on the behalf of all pictures in the interests of the goodwill of patrons that insure steady weekly grosses.

To support such a policy, we instituted the following promotions: we instituted a "gimmick" corner in our advertising, in which we support the current "gimmick" to attract attention, such as (a) Bumper signs of the day-glo type were given away, featuring the fact that their attachment to the car bumper admit the driver free on certain nights of the week; (b) Buck Nights—all the car could hold for the maximum charge of \$1 on specified nights.

Other gimmicks used were that all cars in line at the boxoffice each night for one show change would receive one ticket free with each one purchased.

We featured a triple all-color Indian show for a Saturday night and offered a reward for all "arrows found at the base of the screen tower" as a joke. We actually had some arrows turned in by "jokers" in the crowd.

The local high school agreed to permit two clubs in school to put on a teen-age talent show on the roof of our concession building in connection with a cartoon festival and we gave them 50 per cent of all advance sales tickets. We garnered about three times normal grosses and won a terrific amount of good will from the kids.

In connection with the local all-county band festival, we offered a free show to all the band members. The band directors were very friendly over the deal, as were the youngsters, and just from the way they acted in the drive-in, we know that many of the parents had never been either at our spot or any drive-in before.

We negotiated with the local Chevrolet dealer and arranged for three Kiddie Corvettes, using his window for display, and arranging for use of the back of our programs as "chances" toward the giving away of the Corvettes.

We gave out penny suckers at the boxoffice to all youngsters; held contests for the kids before the show started; and found the engagement of live hillbilly bands a draw.

For "I'll Cry Tomorrow" we used a "crying towel" gag which gave our patrons quite a bang—and helped publicize the attraction nicely.

We also profitably sold sponsorship of our "nightly short subject added attractions," shown between feature attractions, to a local Federal Savings and Loan Company. Their advertising on the screen more than paid for these subjects.

RUNNER-UP NUMBER 4

SOME EXTRA PROFITS' SHOWMANSHIP

Submitted by Michael King
Nortown, Toronto, Canada

959 seats • \$1.00 top admission
General patronage.

It isn't often that an enterprising manager comes up with some excellent showmanship in the extra profits' department. It is rare indeed when a fellow not only does that, but also comes through with a group of ideas along these lines shaped into an entry in SHOWMANSHIP SWEEPSTAKES.

During his showing of "That Certain Feeling," this manager, through an arrangement with Langley Harris, distributor of Bassett's, had his confection attendants wear special smocks and distributed some 1,000 imprinted sample envelopes each with two or three pieces of licorice, to patrons. The copy on the envelopes read: "Bassett's All-Sorts for 'That Certain (well-fed) Feeling'." Theatre name. The confection bar was decorated especially on this occasion with signs reading: "This is it. That certain candy to enjoy while watching 'That Certain Feeling,' etc." This display was up for a week preceding playdate and during playdate.

At various times throughout the year, the theatre gives away little prizes with each box of popcorn. After each giveaway we always have a small quantity of each item left, not sufficient to give out again on their own. Using an old trick, we put all these leftovers on display and invited the children to help themselves to a prize for each empty box they brought back to the stand. This sold an enormous amount of popcorn for us; and aside from the fun the kids had, we had a little less mess to cleanup at the end of the afternoon.

A local tailors were opening a boys department and to gain publicity for it they donated a bicycle giveaway at the theatre by lucky drawing by ballot. This deal didn't cost us a penny. The tailoring establishment gave us 600 balloons in addition to give to the children. We promptly used them as popcorn prizes. And they also gave us a copy of the mailing list they compiled.

Good Movie Page Aids All Retailers-COMPO

NEW YORK—Urging editorial support of recently organized national campaigns to persuade people to seek recreation and entertainment outside their homes, the 70th in the series of COMPO ads in Editor and Publisher, says that one way newspapers can help is by publishing more news and comment about the attractions at local movie theatres. A good, live amusement page, it asserts will help all retail businesses, including newspapers.

"A nationally known food company," the ad says, "announces that it will soon start a newspaper advertising campaign aimed at persuading people to go out of their homes and dine in restaurants. The campaign, it is explained, will be conducted in cooperation with a similar effort by the National Restaurant Association."

"These endeavors, it seems to us, point up a situation that should be of deep concern to newspaper publishers. For if people stay home nights and never seek recreation outside their homes, all retail trade must suffer. This can only reflect adversely on the effectiveness of newspaper advertising."

"There is, moreover, another result from this situation which should be considered. This is the lessening of a community's attractiveness that must result from a further reduction of pedestrian traffic. Because of automobiles the pedestrian today is a rarity in many streets. If, in addition to refusing to walk, people get into the habit of staying home altogether at night, our communities, especially after dark, may take on the gloom of ghost towns."

"We in the motion picture industry, of course, don't like this. We want people to come out of their homes and attend our theatres. For that reason we believe newspapers should try to persuade people to go out for their recreation."

"One way newspapers can help is by publishing more news and comment about the attractions at local movie theatres. This suggestion is not entirely selfish. Newspaper readers like to read about movies and movie personalities, so the papers themselves would benefit. Furthermore, if people go out to the movies they will be more likely to patronize other retailers."

Phone Stunt Aids "Doll" Bow

NEW YORK—Any movie-goer who dialed Circle 6-1077 last week spoke personally to Shelley Winters, Eli Wallach, or Ben Gazzara. The three stars, all members of the Actors' Studio, carried on a telephone campaign to sell tickets to the Studio's bala benefit premiere of Elia Kazan's "Baby Doll" held at the Victoria yesterday (Dec. 18).

The tickets, priced at \$50 each, admit purchasers to the premiere, at which all seats are reserved, and to the supper dance immediately following at the Waldorf-Astoria.

O'Donnell On Milk Bowl Board

BRYAN, TEX.—Robert J. O'Donnell, vice-president and general manager, Interstate Circuit, Dallas, has been appointed to the board of directors of The National Milk Bowl, famed Bowl for "Little" football.

MOTION PICTURE EXHIBITOR

— AWARDS —

\$100⁰⁰ Per Week

TO THE WINNER

OF

SHOWMANSHIP SWEEPSTAKES

YOU, TOO, CAN COLLECT!

SEND YOUR ENTRY IN NOW!

"ANOTHER IDOL OF THE TEENAGERS!"
 ...Chicago-American

**"HAS THE PLUS I FIRST NOTICED IN
 ROCK HUDSON AND TONY CURTIS...THE
 STUFF FROM WHICH STARS ARE MADE!"**
 ...Sheilah Graham



...that's what they say about
JOHN SAXON

starring in Universal's thrilling story
 of today's Rock 'n' Roll generation...
 told the way they want it told!



**ROCK
 PRETTY
 BABY!**

Starring **SAL
 MINEO**
 an important name in the
 Teenage Market following
 "Rebel without a Cause"
 and "Giant"
**JOHN
 SAXON**
**LUANA
 PATTEN**

**ROCK TO
 WONDERFUL
 TUNES!**

with **EDWARD C. PLATT · FAY WRAY · ROD MCKUEN**

Directed by RICHARD BARTLETT · Written by HERBERT MARGDLIS and WILLIAM RAYNOR · Produced by EDMOND CHEVIE · A UNIVERSAL-INTERNATIONAL PICTURE



"Universal is hip all the time
 to what cash customers crave!"
 MOTION PICTURE HERALD

"will attract capacity business!"
 BOX OFFICE

"make a picture that appeals
 to teenagers and you've
 got a hit...this should
 emerge a box office winner!"
 VARIETY

"Sure to be a smash with
 the youngsters...also has a
 family appeal."
 FILM DAILY

"ace entertainment for youth"
 HOLLYWOOD REPORTER

NEWS OF THE TERRITORIES . . .

Veteran Returns To Indie Operation

ALBANY—A veteran industryite returned to the distribution scene when Arthur J. Newman, for many years Republic branch manager and, prior to that, branch manager for Grand National, incorporated Newman Films, Inc., to handle independent product in the Albany and Buffalo territories.

Newman, whose career dates to 1918, retired as Republic chief here in April. He then entered the outdoor field, promoting United Drive-In Theatres, Inc. The company first proposed to build an automobiler in the town of New Brunswick, N. Y., near Troy, and then in Waterford, N. Y. Local objections, however, stymied both projects. Recently, Newman has been selling product for television.

In his new venture, Newman is upstate franchise holder for Astor Pictures, UMPO, and several other independent distributors. The Astor franchise had been held by Sylvan Leff, Utica and Watertown exhibitor who also is building a drive-in at Pittsfield, Mass.

Albany

Kallet Theatres reseated the downtown Olympic during a pre-Christmas close-down. . . . Attorney Lewis A. Sumberg, former first assistant chief barker, Variety Club, and a member of new crew, is directing the annual Denial Drive for Camp Thatcher. . . . RKO fieldman Joe Longo beat the drums for "Bundle Of Joy," holiday attraction in Fabian's Palace. He worked with division manager Elias Schlenger and house manager William With. . . . Leo Rosen is returning to exhibition after several years as a television consultant for Fabian Theatres and then as general manager of the Schine-owned WPTR station. He has purchased Rock Hill Drive-In, Monticello, N. Y., from Lamont Theatres and will open the ozoner under the corporate management of Cinema Drive-In, Inc., next spring.

Atlanta

Herman Rhodes, drive-in exhibitor in Georgia and Alabama, was host to film exchange branch managers and bookers at an affair in the Variety Club. . . . Howard Wallace, former owner, Howard Film Exchange here and now special Florida

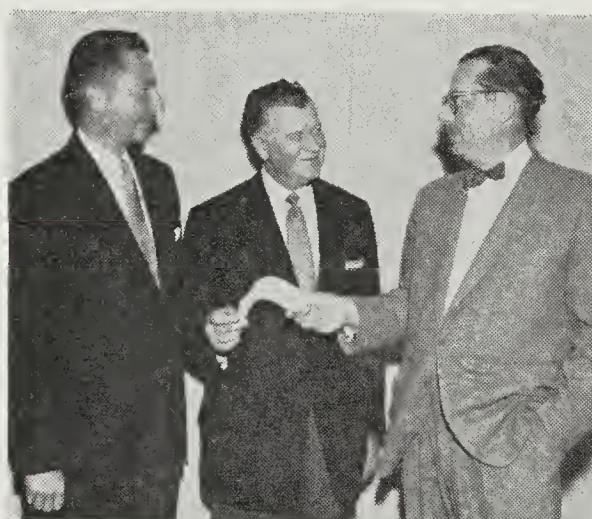


Acting Mayor of Boston, Edward McCormack, is seen recently with the four Japan Airline hostesses MGM is touring to exploit "The Teahouse Of The August Moon."

representative, Alexander Film Company, has moved his family to Miami. . . . Thomas N. Carnahan, 76, retired theatre owner of this area, died recently in Sulphur, La. . . . McLendon Theatres closed the Clayton, Clayton, Ala., according to head booker Phil Richardson. . . . Bert Middlebrooks is the new owner, Barbour Drive-In, Louisville, Ala. . . . H. F. Brown closed his Phillips, Eagleville, Tenn. . . . George Rosser, U-I booker, has been promoted to office manager, New Orleans. . . . Fred Storey, Storey Theatres, was named to the new National Development Committee of the Family Service Association. . . . Owen Vaughn, Buena Vista office manager and booker, has resigned, effective Jan. 1. . . . The Lam Amusement Company opened the new North 53 Drive-In, Rome, Ga.

Boston

The world premiere of Gina Lollobrigida's "Beautiful But Dangerous" was called off by the Keith Memorial because of possible censor trouble, it was reported. The star came to town, however, to help to raise money for the Hungarian Relief Fund, under the auspices of the Boston Italo-Americans, and the money will be distributed through the Italian Red Cross. . . . The Childrens Cancer Research Foundation is \$2,000 richer thanks to James Cagney, who donated that amount



Philip and Samuel L. Lowe, Jr., owners, Theatre Candy Company, Inc., recently made a holiday contribution to the Variety Club of New England's Children's Cancer Research Foundation in the name of their customers and friends, who will be sent special Christmas cards from the Jimmy Fund.

Parties Welcome Christmas Season

ALBANY—Exchange and Variety Club parties brightened the Christmas season. The Colosseum of Motion Picture Salesmen led off with a Saturday night affair in the Petit Parisian for members and their wives. James Moore, RKO, was chairman of the arrangements committee. The 20th-Fox Family Club held its celebration in the Fountain Restaurant, with head shipper Wayne Carignan as chairman, while the U-I Pep Club made merry at Murray's Inn, a night club, with Kathryn Raibou and Catherine Burke as co-chairmen. The MGM Pep Club partied at a Central Avenue spot, selected by a committee of which Helen Wisper was chairman.

Variety Club scheduled two special events, a screening and supper snack for barkers and their wives, and a Sunday afternoon cartoon show, with refreshments and gifts, for children. Both affairs were held in the Sheraton-Ten Eyck Hotel. Norman Weitman, Universal branch manager, and Jack Hamilton, Berlo Vending Company branch manager, served as co-chairmen. The Club will observe Open House on New Year's Eve.

through the Makeup Artists and Hair Stylists of the motion picture industry. Last June, Cagney was toastmaster at the Jimmy Fund dinner sponsored by the Variety Club of New England. . . . Frances Greenberg, secretary, Embassy Pictures Corporation, selected March 17 for her wedding to Ben Rubin. . . . Norman Glassman, Lowell, Mass., exhibitor, was awarded a distinguished service plaque at the second annual building drive of the Edith Nourse Rogers Chapter 25, Disabled Veterans of Greater Lowell. The inscription praised Glassman for outstanding service to children. . . . Effective Jan. 1, there will be a new rate for Sunday licensing for theatres in the city of Boston. Instead of the former \$10 weekly fee, the new license is to be \$100 annually. . . . The Middletown, R. I., Town Council recently granted a permit for a Kiddieland, to be operated by Harry Minassian in connection with the Newport Family Drive-In. The rides will be free to children accompanied by adults. . . . Independent Exhibitors, Inc., of New England sent a letter to Ernest Hoftzyer, advertising manager of the Hearst papers, protesting the five cent differential in the proposed increase in ad rates for drive-in theatres over conventional theatres.

NEW HAMPSHIRE NEWS—The Coniston, Newport, will continue under the management of Ersley A. Blanchard, it is stated by the new owners, Mr. and Mrs. Walter Howland. . . . The result of an editorial in the Manchester Union Leader, in which it was threatened to ban all theatre advertising unless reasonably good taste was shown, was a barrage of letters praising the newspaper for taking such a stand.

Gale winds caused serious damage to the Plaistow Drive-In, Claremont. . . . Michael Bruno, manager, Tilton, Tilton, gave passes to those making the largest collection during the Tilton-Northfield Recreation Center tag day.

Filmack's

TEASERETTES
are catching on fast!

Use 'em for

• PREVIEW TRAILERS

• CROSS PLUGS

• ADVANCE

These short, snappy talking trailerettes are just what you've been waiting for.

No contracts, no returns. Write for information!

FILMACK

1327 S. WABASH

CHICAGO, ILL.

it's in the wind... **WOW!** is the word!

**IN SHOCK VALUE ALONE
WOULD ATTRACT BOX OFFICE
ATTENTION... SOCK PERFORMANCES."**

VARIETY
WOW!
ritten n the ind



A Universal-International Picture
...AVAILABLE DEC. 25th

WOW!
ritten n the ind



"... will be written
in long remembered
black figures in
ledgers of theatres
fortunate enough
to exhibit it..."

BOXOFFICE

A Universal-International Picture ... AVAILABLE DEC. 25th



WOW!
ritten n the

A Universal-International
...AVAILABLE

Universal-International presents

Written on
TECHNICOLOR® **the WIND**

starring

**ROCK HUDSON • LAUREN BACALL
ROBERT STACK • DOROTHY MALONE**

with
ROBERT KEITH • GRANT WILLIAMS • HARRY SHANNON
Directed by DOUGLAS SIRK • Screenplay by GEORGE ZUCKERMAN • Produced by ALBERT ZUGSMITH



"... High, human drama wrought
masterfully... Should record
very well at the box office."

MOTION PICTURE HERALD

WOW!
ritten n the ind

A Universal-International Picture
...AVAILABLE DEC. 25th

Boston Exhibs Protest "Bundle" Bow Delay

BOSTON—Key exhibitors are incensed because RKO is not releasing "Bundle Of Joy" until after the first of the year. RKO officials maintain that there is no theatre available in Boston for the first-run showing of the holiday film.

Independent Exhibitors, Inc., of New England, through its president, Edward W. Lider, sent a wire to Dan T. O'Shea, president, RKO Radio, New York, which stated, "We understand that 'Bundle Of Joy' is not now being released in this territory until after Jan. 1, because of a lack of a Boston theatre. We urge re-examination of this policy because the picture will lose the value of its Christmas and New Year appeal."

The RKO policy is, generally, for its first-run product to play day and date in Boston with other key cities, such as Springfield, Worcester, Fall River, and New Bedford, Mass., and Providence, R. I., and Portland, Maine, or immediately following the Boston opening.

Because of the delay in Boston, New England's largest city, the other key situations are forced to wait.

Buffalo

Variety Club dedicated the memorial plaque to deceased barkers with ceremonies in the Delaware Avenue headquarters. . . . Earl L. Hubbard, Tech publicist, announced that the Cinerama benefit for UNICEF was a sell out. . . . Gene Tunick, United Artists district manager, and Milt Cohen, division manager, were in to install new branch manager Albert R. Glaubinger. The trio journeyed to Gloversville, N. Y., to confer with Schine Circuit executives. . . . Jim Fater, U-I salesman, returned to the job after recuperating from an illness. . . . Jack Kelly, new U-I office manager transferred from Kansas City, has settled in suburban Kanmore. . . . Christmas parties included Paramount, in the Stage Door; RKO, in the La Marque; Warners, in the Town Casino; and MGM and United Artists in the exchanges. . . . Variety Club held an open house in honor of past chief barkers and past presidents of the Women's League. The Tent's Christmas party for the Cerebral Palsy Clinic will be held in the clinic of the Children's Hospital this week under the chairmanship of Mrs. Regis Stevenson, assisted by Mrs. James T. Biggie, Mrs. Elmer Lux, Mrs. Harry Wallens, and Mrs. Fran Maxwell.

Chicago

Charles A. Mercer, 73, retired manager, Newman Films, died in Highland Park, Ill. Interment was in Memorial Park cemetery. . . . Letters from Cardinal Stritch were read to Catholic Church congregations, asking support for the Legion of Decency and the signing of pledges. The letter also asked parishioners not to see "B" pictures. . . . Elmer Benesch, 58, former circuit owner, died in Elmwood Park, Ill. He had been active in Variety Club. His wife, a son, a daughter, and seven grandchildren survive. . . . More than 50 witnesses have testified before a Federal grand jury in an investigation of what government sources term "suspected



Charles Einfeld, 20th-Fox vice-president, center, recently presented to Daniel F. Sullivan, president, Daniel F. Sullivan Advertising Agency of Boston, left, a citation "in recognition of most outstanding commercial tie-in campaign with a major film, "Carousel," and F. H. Snow Canning Company," as Gilbert A. Starr, merchandising director of the agency, right, looked on. This was the first such award ever made in the history of the film industry.

welfare fund abuses" in the Motion Picture Operators Union. Several theatre executives and projectionists were among those subpoenaed. The welfare fund is said to have reached about \$1,500,000.

Movie attendance for the first 11 months of the year was almost identical with that of last year, according to city tax collection figures. The take for the 1956 period was \$1,032,711, compared with \$1,097,022 last year. Total amusement taxes for the period were almost the same; \$1,738,720 in 1956, and \$1,786,741 a year ago. Movie attendance was up in November, the taxes reaching \$94,663, as compared with \$94,025 a year ago. . . . More than a quarter of the 64 films examined by the Police Censor Board in November were from abroad. Seven cuts were made and one, an Italian picture, was rejected. Two, an English and a French, were pinked. . . . Jack Kirsch, president, Allied Theatres of Illinois, will give his annual Christmas party in his offices on Dec. 21. . . . Bill Greene, former MGM promotional director here, was seriously ill at New Grace Hospital, Detroit. . . . Jacob Woehrle and his son John, recently opened their new Lakewood Drive-In, Jeffersonville, Ind.

Cincinnati

James McDonald, TOC general manager, has been appointed chairman, Variety Club membership drive in the VCI com-

Bennett New Chief Barker Of Variety Buffalo Tent

BUFFALO—Harold Bennett, branch manager, National Screen Service, has been elected chief barker, Tent Seven, Variety Club, succeeding Elmer F. Lux. Other new officers named for 1957 are, first assistant, George H. Mackenna, general manager, Basil's Lafayette; second assistant, Samuel Geffen, Warners; property master, V. Spencer Balsler, Basil Brothers; and dough guy, Francis Maxwell, RKO.

The new officers will be installed Dec. 29 and an installation dinner and dance will be held in the club's Delaware Avenue headquarters on Jan. 26.

B-K Plans Production Of Feature In 1957

CHICAGO—The life of St. Christopher, patron saint of travellers, will be the basis of a feature length motion picture to be produced in 1957 by the Balaban and Katz Theatres Corporation of Chicago, under the direction of its president, John Balaban, and vice-president and general manager, David B. Wallerstein. Earl Hudson, ABC vice-president in Los Angeles who is coordinating plans for the production with Balaban and Katz, already has signed screen writer Fredric N. Franck to write an original screen play based on St. Christopher's life. Frank also was one of the three writers of Cecil B. DeMille's production of "The Ten Commandments."

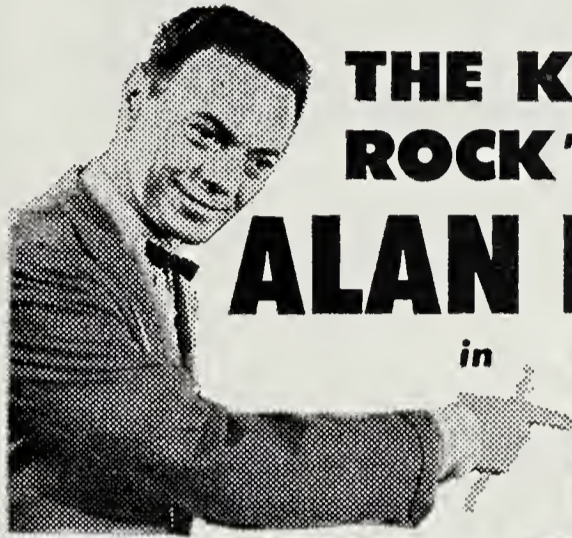
petition. Variety members are planning a gala New Year's Eve party in the Hotel Metropole clubrooms, and the Ladies Auxiliary will hold its annual holiday party Dec. 22, with Mrs. Saul Greenberg and Mrs. Harry Pollins arranging the program. Arrangements for installation of new officers in January are being made by a committee composed of Vance Schwartz, chairman; Phil Fox, Bernard Dabney, and James Joseph. Mrs. Arthur VanGelder, new president, Ladies Auxiliary, has appointed the committee chairmen, including, membership, Mrs. Saul Greenberg and Mrs. Herman Hunt; program, Mrs. Morris Dennis and Mrs. Abe Strauss; ways and means, Mrs. Robert Jacobs; telephone, Mrs. Vance Schwartz; decorations, Mrs. Abe Maius and Mrs. Jack Onie; advertising and publicity, Mrs. Jack Finberg; food, Mrs. Allan Moritz and Mrs. Harry Pollins; heart, Mrs. Phil Fox and Mrs. Robert McNabb; hospitality, Mrs. Edward Salzberg; and hostess, Mrs. William Onie.

UA held an enthusiastic sales meeting following a luncheon at the Netherland Hilton Hotel, honoring James Velde, New York, general sales manager. Other UA executives present included Sid Cooper, district manager, and Milton Cohen, eastern division sales manager. Following the session here, similar meetings were held in Indianapolis and Cleveland. . . . James Frew, U-I district manager, presided at a regional sales meeting in the Netherland Hilton Hotel. Harry H. Martin, southern sales manager, attended. . . . Frank Collins, general manager, Chakeres Circuit, Springfield, O., is handling film buying while Ray Frisz is convalescing at Miami Beach, Fla., from a heart attack. . . . The MGM Club staged its annual Christmas party at the Beverly Hills Country Club in nearby Kentucky. Chic Weinberg head booker, was in charge of arrangements.

Willis Vance, exhibitor, has submitted plans to city officials for a downtown 10-story, 2000-car garage to cost about \$3 million. Plans include a heliport, bus terminal, truck dock, and car service facilities. . . . About \$1,500 damage was caused at the McCook, Dayton, O., in an unusual accident. An inebriated motorist drove his car with three children in it off the street and into the lobby, "without even stopping to buy a ticket," according to Jack Smith, manager. . . . Lou Korte, 20th-Fox Kentucky salesman, is the proud father of twin boys.

THE BIG ROCK 'N' ROLL PICTURE OF THE YEAR!

THE TOP
CIRCUITS
AND THE
TOP
SHOWMEN
LOEW'S
WARNER'S
PARAMOUNT
RKO
and
FOX West Coast
GO ROCK,
ROCK, ROCK
IN DECEMBER
BOOK IT
NOW



**THE KING OF
ROCK 'N' ROLL
ALAN FREED**

in



ROCK,

SEE—FRANKIE LYMON and THE TEEN-AGERS

ROCK,

SEE—Lovely LA VERN BAKER

ROCK

SEE—The inimitable CHUCK BERRY



21—New Rock 'N' Roll Hits—21

Already heading for hit parade
"Baby, Baby" sung by Frankie
Lymon and The Teenagers and
"Tra La La" sung by La Vern Baker

Produced by Max J. Rosenberg and Milton Subotsky
Directed by Will Price
A Vanguard Production



The GREATEST
ROCK 'N' ROLL
MUSIC
PLAYED BY
BIGGEST
ROCK 'N' ROLL
GROUPS
THIS SIDE
OF HEAVEN!

JIMMY
CAVALLO

AND HIS

HOUSE
ROCKERS

THE THREE
CHUCKLES

CONNIE
FRANCIS

CIRINO
AND

THE BOWTIES

THE
MOONGLOWS

THE
FLAMINGOS

JOHNNY
BURNETTE
TRIO

WITH

ALAN
FREED'S
18 Piece
ROCK 'N' ROLL
BAND

AND
INTRODUCING

TUESDAY
WELD

...CONTACT YOUR LOCAL DCA EXCHANGE FOR FURTHER INFORMATION

Dallas Variety Club Dedicates New Site

DALLAS—The year-old promise of Variety Club chief barker Clyde Rembert to provide the club with new quarters during the first year of his administration was realized last fortnight when beautiful, entirely new quarters on the ninth floor of the Hotel Adolphus were dedicated.

Following a six p.m. cocktail party, dinner was served in the club quarters to 300 guests. On the dais were Rembert, chief barker-elect Edwin Tobolowsky, International chief barker John H. Rowley, ringmaster R. J. O'Donnell, executive director George Hoover, and prominent city and county officials. Also on hand was the honorable Bruce Alger, the only Republican Congressman from Texas. The affair was opened with an invocation by the Right Reverend Monsignor W. J. Bender and closed with the recitation of "Creed of Variety" by ceremonial officer Wallace Walthall. Don C. Douglas acted as toastmaster.

The new quarters contain over 6,000 square feet, said to be the largest Variety Club in the world. There is a large dining area and a space for an orchestra and dancing. A private card room is provided and the bar is large enough to provide ample space for guests and gin rummy players. Two other private rooms can be arranged by folding doors partitioning off a part of the main dining room. In addition to this, there are two lounge areas. The club sports its own kitchen with over \$25,000 worth of equipment.

Because overhead will be greatly increased, an extensive membership drive in under way, the goal being 200 new members.

COLUMBUS, O., NEWS—The Indianola, north side neighborhood house which was dark for several weeks, reopened with Al Jarvis as manager and Jack Needham as booker. The Indianola, operated by Frank Marzetti of the neighborhood Linden, has resumed family-type features following several months of art film policy under direction of Charles Sugarman, who operates the World. Jarvis formerly was general manager, Miles drive-ins here, and was associated with United Paramount Theatres. . . . Season passes issued by Mrs. Lelia Stearn for 1957 for the Southern contain this note: "Southern Theatre . . . A Proud House . . . Ageless . . . Indestructible." The Southern, opened some six decades ago, has been a legitimate theatre, first run film house, and a subsequent-run theatre.

Cleveland

Frank Slavik sold his last remaining theatre, the Mumac, Middlefield, O., to Stan Robinson, an industry newcomer, and will devote his time exclusively to his ice cream manufacturing business and to his restaurant. For the time being he will do the booking for the new owner, who takes over officially on Jan. 1. . . . For the third years, Sam Fritz, manager, Hilliard Square, has been named entertainment committee chairman, Madison Avenue Business Men's Association, which is staging a free Christmas party for children in the Hilliard Square on Dec. 22. . . . Frank

Illinois Variety Unit Donates \$44,838.38 To La Rabida

CHICAGO—Jack Kirsh, president, Allied Theatres of Illinois, and chief barker, Variety Club of Illinois, Tent 26, made formal presentation of a check for \$44,838.38 to La Rabida Jackson Park Sanitarium, representing proceeds from Variety Clubs theatre audience collections during the week of Oct. 12.

Albert Pick, Jr., president, Pick Hotels Corporation, and chairman of the Sanitarium's board of trustees, accepted the check on behalf of La Rabida.

Murphy, Loew's Theatres division manager, is giving a bonus picture with every Saturday matinee during this month in all theatres of his district. . . . Harry Buxbaum, Paramount branch manager, attended a district sales meeting in Pittsburgh. . . . Universal branch managers and sales personnel of Pete Rosian's district attended a meeting in Pittsburgh. . . . Ralph Cobourne is reopening his Shoreway, Toledo, O., on a holiday part-time basis. Also reopening for the holiday period is Loew's Esquire, Toledo. . . . United Artists has moved into new quarters in the Film Building. It is the most modern branch office in the city and does credit to branch manager Danny Rosenthal's taste in furniture and decorations. . . . Universal's Christmas party will be held Dec. 21 with a dinner at Cavoli's Restaurant.

Dallas

Proceeds from a showing last week of Cinerama's "Seven Wonders Of The World" were to benefit UNICEF. The program, at eight p.m., in the Melba, was part of a nationwide benefit project in observance of UNICEF's 10th anniversary. . . . Now in its 21st year, Tent 17, Variety Club, celebrated the occasion by dedicating the new quarters on the ninth floor of the Hotel Adolphus. International Ringmaster R. J. O'Donnell described the layout as "the finest Variety quarters in the world, and I've visited every one but Ireland's." . . . A print was received at the Interstate Circuit offices from the Technicolor laboratories of "The Heart Of Show Business," presented by Variety Clubs International. . . . Richard Bond, president, Dallas Colosseum of Motion Picture Salesman, was elected vice-president of the national body during the

UA's Velde, Tunick Meet Cleveland Area Circuit Heads

CLEVELAND—James Velde, United Artists general sales manager, and Gene Tunick, eastern district manager, were introduced to some 50 local circuit heads and theatre owners at a luncheon last fortnight in the Statler Hotel. Milton E. Cohen, eastern division sales manager, made the introduction in a brief speech, which was followed by equally brief speeches by the guests of honor.

Out-of-town Ohio exhibitors present included Jack Haynes, United Detroit Theatres; Jack Armstrong, Bowling Green; Ed Prinsen, Youngstown; and Al Bourdouris, Fred Lenz, and H. E. McManus, Toledo.

City-State Division Of Tax Power Seen

RALEIGH, N. C.—A commission created by the 1955 North Carolina Legislature to study the state's tax structure and recommend revisions has proposed steps to eliminate overlapping tax powers of state and local governing units, under which the power to tax movie houses would be reserved to the cities, with the state taxing drive-ins. The commission also proposes to abolish the present privilege license tax plan, providing for a fixed flat fee, and to replace it with a new occupation tax based on gross revenues. In the case of both the city and the state tax, the maximum levy would be set at six tenths of one per cent. It is estimated that the gross revenue of drive-ins in North Carolina is \$8,300,000 annually, and the proposed tax would produce an annual revenue of \$50,000, it was understood.

No estimate was given in the commission's report of the estimated revenue to cities under the plan. It was stated that under the present system, theatres paid the state \$276,068 in the fiscal year 1955-56, compared with \$239,115 in 1946-47. The report was submitted to Governor Luther H. Hodges for presentation to the 1957 Legislature when it convenes next February.

"Under the proposed plan, cities would have authority to tax motion picture theatres while the state would tax drive-in theatres," the Commission said. "Even if all cities levied the maximum rate of tax authorized, theatres (on the basis of 1955 gross sales) would get relief in the aggregate. An examination of individual theatres indicates that again the small theatres would get more relief than large theatres (who may pay a higher tax), principally because large theatres pay a smaller proportionate tax today than small theatres. Drive-in theatres as a group also would derive relief from the proposed plan.

"No change has been recommended at this time in the method of fixing other amusement activities. In effect, an admission tax is now collected from carnivals, circuses, football games, automobile races, and similar activities. The Commission believes that this is fair since these activities do not have fixed expenses in the same measure that theatres have," it was stated.

The Commission also recommended that peanuts and popcorn sold in theatres no longer be exempted from the state's three per cent sales tax. The present law, it pointed out, exempts food and food products for human consumption, defining such products and excluding certain food products from exemption. By interpretation, it said, peanuts and popcorn sold at theatre concession stands "have been exempted as 'food products for human consumption' while other similar products sold 'on premises' consumption by theatres or at concession stands have been taxed." It is estimated that the tax on peanuts and popcorn would bring in \$95,000 annually.

St. Louis convention. . . . John Rowley, Rowley United Theatres, and chief barker, Variety Clubs International, was guest speaker at the annual Thanksgiving luncheon of the WOMPI chapter, held in the White Plaza Hotel.

Denver

More than \$3,000 was realized for the Hungarian Relief Fund from the benefit showing of "The Mountain" in the Denham. Mrs. Vera Cockrill donated the use of the theatre and Paramount donated the film. The house was filled. . . . Robert Selig, division manager, National Theatres, has been named head of theatre projects for Hungarian refugees. Two families from Hungary have been located in Denver. . . . Fred Hall has closed the Variety, Akron, Colo. . . . William Lay, Bailey Distributing Company booker, has been named office manager, Apex Films. . . . Duke Dunbar, attorney general of Colorado, formerly secretary of the old film board of trade, is recuperating from a kidney stone operation. . . . Ed Shulman, Cleveland exhibitor and a partner in the Vogue here, was in for conferences with James Church, Vogue manager. . . . Mr. and Mrs. Mitchell Kelloff have taken over the Uptown, Pueblo, Colo. The house has been operated by the Cooper Foundation for 25 years. The Kelloffs also operate theatres in Egundo, Ordway, Fowler, Manassa, and La Veta, Colo.

Des Moines

Charles Iles, head of a film transportation company, was elected chief barker, Variety Club. Iles, a member of the City Council, was attending a Council meeting at the time of his election. Carl Olson was named first assistant, Robert Dillon second assistant, Lou Levy treasurer, and Dave Gould secretary. . . . The Varsity, Fort Dodge, Ia., was destroyed by a fire which ranged through a quarter-block section in the downtown section, causing damage estimated at over \$750,000. Three buildings were destroyed in the blaze which is believed to have started in a rest room in the theatre. No one was in the theatre at the time. The building is owned by Mrs. Moses Habnab. . . . The Iowa, Hopkinton, Ia., has been reopened after being closed for nearly a year. John Loop is operating the house four days a week. . . . Pearl Robbins, a veteran of 42 years on Film Row, has retired from Paramount and will spend his time traveling with Mrs. Robbins. . . . Bill Bell, assistant booker, Columbia, now is head booker, 20th-Fox. . . . Frank Zanotti, assistant booker, RKO, was married to Dolores Smith. . . . United Artists is moving from its present location to 1207 High Street, where there will be more room.

Houston

Michael Todd's "Around The World In 80 Days," in Todd-AO, will make its southwestern premiere in the Tower here today (Dec. 19). "Oklahoma!" closed a successful run at the Tower and the house was shuttered until the opening of the second Todd-AO release. . . . Stanley Shelton, assistant manager, Tower, has been shifted to manage the Garden Oaks during the illness of Pete Hawkins. Mae Coats, former manager, Alameda, which has been shuttered, was moved over to replace Shelton during his absence. . . . Mark Sheridan, 20th-Fox southwest district manager, flew in from Oklahoma City on a business trip. . . . The Houston Independent Theatre Association staged a special midnight show in the Yale. . . . Construction on the new U-I film exchange is progressing satisfactorily.



Mr. and Mrs. Glenn Ford (Eleanor Powell) are seen with some cute Japanese flower girls at the recent gala premiere of MGM's "The Teahouse Of The August Moon," Pantages, Hollywood.

Jacksonville

Sheldon Mandell, co-owner and manager, St. Johns, publicized the closing of the house until Dec. 21 for a \$45,000 remodeling job, including new seats, a TV lounge, lobby redecoration, and exterior refurbishing. . . . Fred Hull's MGM staff staged a pre-Christmas party in the MGM Building. . . . FST city manager Robert Heekin and Jim Levine, Florida manager, journeyed to Miami, Fla., to attend a ticket-selling forum conducted by Paramount's Jerry Pickman in connection with the opening of "The Ten Commandments." . . . Phil Longdon, 20th-Fox salesman, returned to his duties after a stay in a Daytona Beach, Fla., hospital. . . . Bob Tylo, former RKO booker, joined T. P. Tidwell's staff at 20th-Fox in the same capacity. . . . Arv Rothschild had a large Christmas matinee and party in the Roosevelt for the colored children whose parents are employed by the St. Regis Paper Company. An identical St. Regis affair for white children was staged in the Florida at the same time. . . . The new 1,000-car Riviera Drive-In, Key West, Fla., is scheduled to open about Jan. 15.

MIAMI, FLA., NEWS—A reception for press, public officials, and studio representatives heralded the opening of the Claughton Circuit's newest house, the Hollywood, Hollywood, Fla., the fifth in the statewide circuit. Joe Fink was trans-

Kansas City WOMPI Elects First Officers

KANSAS CITY—Following the organization here during the fall of the 12th chapter of the international WOMPI organization, officers have been elected, including Myrell Cain, MGM, president; Billie Mistelle, Paramount, vice-president; Gretchen Brown, Consolidated Agencies, second vice-president; Lewella Chaney, 30th-Fox, recording secretary; Betty Caruso, Dixie Enterprises, corresponding secretary; and Grace Roberts, 20th-Fox, treasurer.

The organization is comprised of 45 members who meet the second and fourth Tuesday of each month. The first meeting is a luncheon gathering, while the second is an evening meeting with a planned program. The first annual meeting and Christmas party was to be held in the Elks Club last week.

Skouras Memorial Construction Launched

LOS ANGELES—Construction of a portion of the \$600,000 Charles P. Skouras Memorial Center has begun at Normandie Avenue and Pico Boulevard, adjacent to the Saint Sophia Greek Orthodox Cathedral. Costing \$204,000, the new building is a two-story structure of wood and stucco construction. It will provide seventeen classrooms for 700 children, plus adequate office space and meeting rooms, as well as a basement for storage, mechanical installations, and printing equipment for church literature.

The Atlas Finance Company, headed by developer Spiros G. Ponty, president, Saint Sophia Foundation Board of Trustees, which submitted the lowest bid, is handling the building which it is estimated will be completed in six months. Walker, Kalionzes, and Klingerman are the architects. Completion of the center is planned for late next year.

Industry executives Spyros P. Skouras and George P. Skouras, brothers of the late Charles P. Skouras, who was instrumental in the building of the \$2,000,000 Byzantine-style Saint Sophia Cathedral, are honorary chairmen of the current building fund committee.

ferred from the Royal here to be manager of the Broward County spot. . . . Jack Fink, Park, Tampa, Fla., used a horror-masked usher to parade the downtown area to publicize the run of "Mole People" and "Curucu, Beast Of The Amazon." . . . Two weeks before his Saturday show, Krag Collins, Center, used a one-sheet stating, "Help Wanted—Cowboys—Best-dressed cowboys next Saturday will win prizes plus the chance to earn money advertising 'The Last Wagon'."

Kansas City

Mr. and Mrs. Willis Shaffer, Hutchinson, Kans., enjoyed a two week vacation in Hawaii as winners of a Fox Midwest Theatres, Inc., contest. Shaffer, manager of two Fox theatres in Hutchinson, won on the basis of promotional work in the first two weeks of June. Eight years ago, Shaffer won a similar contest sponsored by Paramount. . . . An explanation of film inspection and splicing was given high school seniors in the Paramount offices recently as a part of Business Education Week. . . . The annual meeting of the Motion Picture Association of Greater Kansas City was set for this week in the Hotel Bellerive. Directors for the ensuing year were to be elected. . . . James Witcher, office manager, MGM, in the hospital several weeks, was recuperating at home. . . . John Adler, son of Al Adler, assistant branch manager, MGM, recently was transferred to Ft. Lowry air base in Colorado. In an intelligence test given to 11,000 men, he placed twelfth. . . . The annual Christmas party for 20th-Fox was held in the Elks Club. . . . Bernice Peal, bookkeeping department, Warners, was recovering from injuries sustained in an automobile accident. . . . Kenny Levy is the new booker, Warners, having transferred from Columbia. . . . Members of the newly-organized WOMPI chapter are busy selling candy to make money for the treasury.

Drive-In Construction Approved By Court

HARTFORD, CONN.—The State Supreme Court of Errors stated that circuit chief E. M. Loew is entitled to a permit to construct a concession stand for a proposed outdoor theatre at New Haven, Conn. Loew still must obtain permission from the State Traffic Commission here, however, before proceeding with stated intention of erecting a theatre. He already has five outdoor theatres in Connecticut.

The city of New Haven had opposed granting the Loew permit because, it charged, he must first get permission from the Traffic Commission. However, the high court said there is nothing in the law saying in what order one must get a building permit and approval from the Traffic Commission. The court, in denying the appeal, upheld a decision of Superior Court Judge John R. Thim ordering the city to grant a permit to Loew.

Minneapolis

Virgil Edmondson is the new owner, Time, Kenyon, Minn. He also operates the Delano, Delano, Minn. . . . Charles Pryce closed his Alma, Alma, Wis., because of high operating costs, increased film rentals, and lack of patronage. . . . Mrs. C. J. Dressell, 51, wife of the RKO branch manager, died of cancer. . . . Herman Stern, 77, father of Al Stern, office manager, RKO, died. . . . William Adcock, Cincinnati, brother of Myron Adcock, branch manager, Warners, died. Services were held here. . . . Kathryn Gordon is taking Earl Feinblit's booking post, Paramount, as Earl is heading for California. Roland Yatkoske has been promoted from booking clerk to booker, and Bill Anda is the new booking clerk. . . . Charlotte Silverman is replacing LaVerne Zachman, resigned, as secretary to the assistant branch manager, MGM.

Al Fitter, United Artists western division manager, and Mike Lee, UA district manager, were in. . . . Herb Greenblatt, RKO western sales manager, and Sam Gorelick, RKO district manager, also were here. . . . Appointment of two new assistant managers was announced by Harry Weiss, RKO Theatres district manager. They are Guy Hagenstein, RKO Orpheum here, and Joseph E. Hiltz, RKO Virginia, Champaign, Ill. . . . Ben Berry is the new assistant manager, Gopher. . . . North Central Allied will hold its next annual convention April 2-3 in the Nicollet Hotel here, Stanley D. Kane, executive counsel, announced. . . . The Lyceum will be remodeled inside and out as part of a \$900,000 remodeling program for the theatre and an adjoining building.

New Haven

Vandalism is on the increase and theatres again are having their share of troubles, especially from teenagers. The Lincoln had an usher hurt in a tussle with several youngsters, who were later arrested. There have been some thefts reported, also. . . . Irving Hillman, Roger Sherman, set two benefit Christmas shows, a canned goods event with the cooperation of a furniture store, and a Saturday kiddies' show sponsored with W. T. Grant.



Eugene Picker, vice-president and general manager, Loew's Theatres, and Max Rosenberg, producer of the new rock 'n' roll musical, "Rock, Rock, Rock," for DCA release, recently discussed exploitation on the forthcoming break of the film in 45 New York theatres.

. . . Morris Rosenthal, Poli, had the Sargent and Company Christmas show on a Saturday matinee.

HARTFORD, CONN., NEWS—Allen C. Morrison, former owner, Majestic and Princess here, died at Palm Beach, Fla., recently. In 1932, Morrison was plaintiff in a \$1,000,000 damage suit against four film companies and distributing firms. He claimed the defendants illegally withheld films from the Majestic and produced a purported lease dated in 1927. Defense attorneys defeated the claim, however, after it was proven through the watermark of the paper that it was not manufactured until 1928. . . . Peter G. Perakos, Sr., president, Perakos Theatre Associates, New Britain, Conn., will offer two perpetual football scholarships to two senior members of the New Britain High School team. He will set aside \$500, to be divided equally, going to a lineman and a backfield man selected by a New Britain committee.

New Orleans

Gene Barnette, WOMPI publicity chairman, reports that national president Stella Poulnot, Atlanta, has appointed local members to various committee posts in the national organization, including Gertrude Davis, extension committee chairman; Anna Oliphant, finance; Gene Garnette, by-laws; Connie Aufdemorte, publicity; and Marie Berglund, nominating. . . . The J. G. Broggi Exhibitors Service advised that the Don Breaux, Bridge, La., operated by Dan Guidry, would close at

New Officers Installed By New Orleans Variety

NEW ORLEANS—George Hoover, Variety Clubs International executive, Miami, Fla., was here for the installation ceremonies of the Variety Club, Tent 45, newly-elected officers. Henry G. Plitt accepted the gavel handed to him by his predecessor, Page Baker, as chief barker. Other Canvasmen seated were Harold F. Cohen, first assistant; George Nungesser, second assistant; Carl Mabry, dough guy; and William Bryant, property master. Members of the board at large are Maurice Barr, Dan Brandon, Joel Bluestone, Roy Nicaud, Irvin Poche, and Don Stafford.

the end of the month. . . . E. V. Richards, Jr., retired circuit owner, attended the Motion Picture Pioneers dinner in New York. Maurice Barr, Paramount-Gulf vice-president, was among the 45 Pioneers inducted into membership at the dinner. . . . Abe Berenson, president, Allied Theatre Owners of the Gulf States, and National Allied director, presented honors to Colonel H. A. Cole at the national convention in Dallas. . . . Southern Amusement's Polk, Leesville, La., was closed for extensive renovations. . . . Harold F. Cohen, hospitalized for more than three weeks, was at home recuperating. . . . Doyle Maynard, owner, Don, Natchitoches, La., and coowner, Don, Alexandria, La., has assumed operation of the Delta, Oakdale, La., from Mrs. Isabelle Guillory.

New York

Jack Blum, manager, Loew's Fairmont, has been transferred to Loew's Boulevard, while Rene Clairmont, manager, Boulevard, goes to Loew's Rio. Harry Meyer, manager, Rio, has shifted to the Fairmount. . . . Berk and Krungold, theatrical real estate specialists, announce that they have consummated a long term lease for the State, Middletown, N. Y., to a corporation headed by Richard D. Turteltaub, independent exhibitor, who operates a circuit in the metropolitan area and upstate. . . . Jean Goldwurm, president, Times Film Corporation, announced that his company had completed national distribution arrangements for the George K. Arthur release of "Wee Geordie," British comedy now in its third month in the Little Carnegie. . . . 20th-Fox's "Anastasia" had a gala Broadway premiere in the Roxy with all proceeds benefitting the Judson Health Center. . . . The world premiere of Warners' "Baby Doll" in the Victoria, was expected to net the Actors' Studio \$30,000. Leading Actors' Studio members and supporters, among whom are Marilyn Monroe and Marlon Brando, were to act as ushers at the opening. . . . Associated Motion Picture Advertisers 40th anniversary showmanship Christmas luncheon was set for the Pieddilly Hotel this week. Robert C. Rothafel, managing director, Roxy, was to be master of ceremonies.

NEWARK, N. J., NEWS—Alex Moskowitz, executive vice-president, United Savings and Loan Association, Paterson, N. J., sponsored a free Christmas kiddie cartoon show in the Fabian, Paterson. Moskowitz explained, in arranging the event with George Birkner, manager, that it would bring some cheer to the 3,500 children expected to attend. Orphans in the area also were invited. . . . Many of the Stanley Warner theatres are having sponsored free Christmas kiddie shows during December. . . . Al Mann, manager, Central, was hospitalized in the Jersey Medical Center, Jersey City. . . . Diane Gordon, manager, Oritani, Hackensack, N. J., returned to her post, having recuperated from surgery.

Philadelphia

Eddie Potash, U-I sales manager, became the father of a son, his third child, last fortnight. . . . Independent distributor Jack Jaslow was in Temple Hospital for a check-up. . . . Paul Costello, Stanley

Court Views Films During Obscenity Trial

SCRANTON, PA.—Films seized in a police raid on the Ideal Drive-In, Newton Lake, Pa., in October were shown here in court last week before about 35 spectators as Martin Blumenstein, Binghamton, N. Y., went to trial before Judge M. J. Eagen on a charge of presenting obscene and indecent motion picture exhibitions.

Judge Eagen first heard oral testimony in his court room and then had the case transferred to the Grand Jury room where the films, including "Uncover Girls," were shown with Gerald Lafferty serving as projectionist. Counsel had agreed that the case could be heard by the Court without a jury. Judge Eagen said the record will be kept open until today (Dec. 19). Attorney William P. Farrell, counsel for the defendant, raised the question whether the Pennsylvania Board of Censors might have approved the films before the Board was ruled unconstitutional.

Warner assistant zone manager, is suspected by his family of being a magician. His wife and Jimmy and Bobby, his two sons, can't figure how a duck egg grew so much overnight. . . . The U-I sales force joined others in the eastern district at a conference held in Pittsburgh last week. . . . Milgram Booking Service announced it is handling the Orient, Dunmore, Pa., and the Weller, Athens, Pa. . . . The Carman dropped burlesque stage shows. . . . The Tacony-Palmyra Bridge Drive-In announced it would open shortly. . . . It was announced that "Around The World In 80 Days," in Todd-AO, would follow "Oklahoma!" in the Midtown on Dec. 27.

Charles Judge, Trans-Lux, was in Woman's Hospital; and Alex Stiefel, Uptown, was in Lankenau Hospital last week. They would like to hear from their friends.

SCRANTON, PA., NEWS—After extensive remodeling, the Globe has been reopened with Bill Kays serving as manager. . . . Veteran Comerford employee Harry Spiegel, who has undergone treat-



Women chairmen in the Mother's March on Polio from every section of Philadelphia were guests of honor at a recent tea given by March of Dimes officers at Gimbel's Restaurant. Above, left to right, are Mrs. Kathryn Sura, chairman, Women's Activities for the local polio chapter; Edward Emanuel, Philadelphia chairman of the drive; Mrs. Beatrice Wright Fuerst, veteran polio worker; Postmaster Raymond A. Thomas, vice-chairman of the campaign; and Ralph W. Pries, Pennsylvania state chairman of the polio appeal.

ment for a slipped disc, has returned to his post. . . . Lloyd Hause has succeeded the late Bud Beck as manager, Capitol, Williamsport, Pa., which is undergoing refurbishing. . . . Manager Ed McGovern was host to area superintendents of schools and principals at a special screening of MGM's "Lust For Life" in the Comerford.

Pittsburgh

The Evans, Evans City, Pa., operated by Louis Rothenstein, reopened for a weekend change of program. . . . The Strand, Dunbar, Pa., has reopened for weekend shows, operated by Mrs. Laura DeMichelis. This community has been without a theatre for many months. . . . Tony Semplice, MGM shipper, suffered \$1,100 damage to his home when vandals broke in. . . . At the Shadyside, robbers carted away a safe which contained be-

tween \$300 and \$500. . . . The Hippodrome, dropped by the Associated Theatres Circuit, is now being operated by the Mervis Brothers. . . . The Emlen, Emlenton, Pa., has been closed. . . . Final operation of the Gable, Sharon, Pa., operated by John Lemos, was last month. . . . Joe Mazzei, Millvale, Pa., exhibitor and former undercover agent for the FBI, was scheduled to fly to Oakland, Cal., to appear as a witness in an alleged Communist plot hearing. . . . The Republic shipping and inspection departments have been taken over by the Pittsburgh Film Service. PFS, which took over the RKO service department, has moved it to the present service department of Republic. . . . The Hollywood, California, Pa., has changed hands from M. Goldman to Julius and Harry Friedlander and M. Reuben. M. Knip is licensing and booking.

During this

Holiday Season

You can help us serve you,
Mr. Theatre Manager!

And you can do this by not putting your return film in the lobby until all your patrons have left after the last show!

HIGHWAY EXPRESS LINES, INC.

829 North 29th Street

Philadelphia 30, Pa.

LO 4-3450

1638 Third Street, N. E.

Washington, D. C.

DuPont 7-7200

PROGRESSIVE ELECTRIC CONSTRUCTION CO., INC.

240 N. 13th STREET • PHILADELPHIA 7, PA

Theatre Installations
and Maintenance

David E.

BRODSKY

Associates

THEATRICAL INTERIOR DECORATORS
242 N. 13th St. LO 4-1188-89 Phila. 7, Pa.
PAINTING • DRAPERIES • MURALS
STAGE SETTINGS • WALL COVERINGS

THEATRE SEAT COVERS

Hayco seat covers for all makes and models of theatre chairs.

JACK HAYES SEATING SERVICE
ONE MONICA PLACE, BALDWINVILLE, N. Y.

HENRY FRIEDMAN

Realtor and Insurance

Specializing in Theatre
Real Estate and Insurance

(Member Main Line Board of Realtors)
17 W. Lancaster Ave., Ardmore, Pa. GR 7-5730

Woman Exhib Feted On Her Retirement

ST. LOUIS—Mrs. Bess Schulter, operator and part owner of the Columbia, who is retiring from the industry this month after a career of 31 years, was honored by the Professional and Businessmen's Club of the suburban Hill section when a dinner was tendered her in Ruggeri's Restaurant in recognition of her many contributions to the community. Dr. Joseph M. Grana, Club president, presided, and David G. Arthur, Variety Club chief barker, was master of ceremonies for a "This Is Your Life" portion of the program which emphasized Mrs. Schulter's industry and community activities.

Mrs. Schulter and her partner, George Skouras, Skouras Theatre Corporation head, have sold the Columbia to the St. Louis Amusement Company, while she and her other business associate, Mrs. Fannie Shank, have disposed of the Avalon to the same circuit, which has been operating the house under lease for some years.

Among the 250 men and women in attendance were James H. Arthur, L. J. Williams, Lester Kropp, Paul Krueger, Tom Bloomer, Tom Farrington, Myra Stroud, Grace Viviano Piccione, A. B. Megarian, James Tappella, Harry Hynes, Frank Plumlee, and many others prominent in the industry, some of whom took part in the "This Is Your Life" program. Skouras and his wife, flying from New York for the occasion, were delayed by inclement weather and were unable to offer their personal congratulations until after the dinner.

Among those from whom Mrs. Schulter received messages were Spyros P. Skouras, 20th-Fox president; Herman Levy, general counsel, Theatre Owners of America; Lieutenant Governor-elect Ed V. Long, a MITO director; Clarence M. Turley; George Bowser; Sam Levin; and Howard Zulauf.

Program committee chairman Carl Heneke, in the course of his remarks, said, "Bess Schulter, whom we honor this evening . . . has in every sense fulfilled and surpassed the fondest hopes of our community, by providing it with the finest type of entertainment, and the cleanest theatre in the entire city."

St. Louis

The Better Films Council is sponsoring the 21st annual Christmas party for Senior Citizen in the Fox on Dec. 21. . . . Variety Club received a special award from the Child Welfare League in recognition of its activities in behalf of day care centers, the chief Heart Fund project. . . . Ralph Johnston, Grafton, Ill., has purchased the Grafton there and Brighton, Brighton, Ill., from Mrs. Edith Brands. . . . Don Fithian recently assumed operation of the Star, Newton, Ill., under lease from owner C. B. Simmons. . . . Paramount special representative James S. Castle gave an illustrated talk on film advertising and publicity before the Advertising Club at a Hotel Statler meeting. . . . Universal branch manager Tom Dunn and his sales staff attended a New Orleans company sales meeting. . . . Eddie Koehr, National Screen office manager, was released from St. Anthony Hospital.

Penna. Women's Group Seeks New Censor Bill

PHILADELPHIA—It was learned last fortnight that the Women's Democratic Club, said to number 1,000 members, was planning to campaign for the censorship of motion pictures in Pennsylvania.

The Club has unanimously adopted a resolution favoring "adoption of a constitutional motion picture censorship statute for the state."

Mary A. Varallo, club president and state representative, intends to introduce the resolution at the next session of the legislature in Harrisburg. The previous board of motion picture censors was disbanded last spring after the state Supreme Court declared the law concerning exhibition of alleged obscene and immoral pictures unconstitutional.

San Antonio

Pat Looney has returned after an absence of two years and joined the staff of the Majestic. . . . Mrs. John Schmitt, cashier, Texas, was robbed by a lone gunman of \$104.95 while on duty in the cage. . . . Edna Word, cashier, State, is doubling in the downtown "Oklahoma" boxoffice during the holidays. The boxoffice is located at one of the exits of the Majestic. . . . The newly-organized San Antonio Theatre Guild has leased the Arts and will begin presenting a series of plays in January. . . . Ed Terhune, RKO exploiter, was in central and south Texas recently. . . . George Bannon, Allied Artists, exploiter, was in on behalf of "Friendly Persuasion." . . . A. J. Rourke, executive of the Motion Picture Advertising Company, and some 70 San Antonians flew to New Orleans on a good will tour sponsored by MPA. . . . Two Mexican film officials were visitors to the Azteca exchange, Alfonso Pulido Islas, general manager, Cimex, Mexico City, and Blas Lopez Fandos, general manager, Peliculas Nacionales, Mexico City.

Vandals recently destroyed between \$2,000 and \$3,000 worth of equipment at the El Rancho Drive-In, Midland, Tex. Sanford Hodge, general manager, Midland Theatres, said that damage was to projection equipment, 75 speakers, popcorn and snowcone machines, the screen tower,

Pittsburgh Variety Tent Names Officers, Crew

PITTSBURGH—At a recent meeting of the Crew of Tent One, Variety Club of Pittsburgh, the following officers were elected for the year 1957: Harry Kodinsky, chief barker; Harold C. Lund, first assistant; Abe Weiner, second assistant; Lou Hanna, dough guy; and David C. Silverman, property master.

Canvassers are James Klingensmith, George Heid, Sam Speranza, James Fallon, Jacob Soltz, and John McGreevey, as well as past chief barkers Ben Steerman, Norman Mervis, Carl Dozer, I. Elmer Ecker, and Ray E. Scott.

Harold C. Lund is national delegate and James Klingensmith and James Fallon are alternates.

MITO Honors Long, Missouri Lt.-Governor

ST. LOUIS—Lieutenant Governor-elect Ed V. Long, Elsberry and Troy, Mo., exhibitor, was the guest of honor last fortnight at a luncheon held in the Melbourne Hotel in connection with a meeting of officers and directors of the Missouri-Illinois Theatre Owners. Long is a MITO director, and, through the years, even prior to his exhibition connections, has been a staunch friend of the industry.

It was announced at the gathering that Eddie Clark, Metropolis, Ill., will be general chairman of the 1957 annual meeting of the organization, slated for the Kingsway Hotel here, Sept. 16-17. A. B. Megarian, East St. Louis, Ill., again will head the committee in charge of the Trade Show and Exposition held in conjunction with the meeting. The officers and directors also reaffirmed their support of COMPO, stressing the importance of that group in fighting unfair tax legislation.

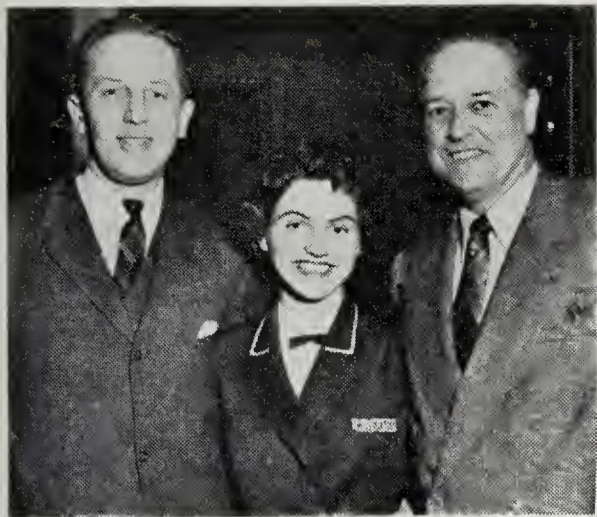
President L. J. Williams, the officers and directors, and citizen guests paid tribute to Long and expressed satisfaction with his election to office.

and neon signs. . . . Dorsey Howard Looney, 47, manager, Roxie, Munday, Tex., died at his home there. . . . Damage to the Bay, Baytown, Tex., caused by teenagers on a Halloween prank, are to be paid for by parents of the boys involved. The charges against the boys then are to be dropped by the Justice of the Peace. . . . Roy Rogers is the new vice-president and chairman of the board, Yellow Jacket Boat Company, Inc., Denison, Tex. Rogers said the move will not interfere with either his movie or television work. He said that he will be vice-president in charge of sales and public relations for the boat firm, but would continue to make his home on the west coast. . . . The New Depot Drive-In has been opened at McAllen, Tex., by H. C. Gunter, owner and operator. . . . Henry Oscar Jones, 82, retired theatre owner, Alva, Tex., died following a long illness. . . . Frank P. Dove has purchased the Panhandle from A. H. Harkey. Dove is county attorney, Carson County, and once operated the Groom, Groom, Tex. . . . Mr. and Mrs. L. J. Dean, owners, Nueces, Campwood, Tex., became the parents of a son. . . . T. G. Gore, TriStates Theatres manager, Winnsboro, Tex., received word from W. B. McLendon to shut the doors of the State there. The closing has left the city without a theatre for the first time in more than a quarter of a century.

Seattle

The Variety Club Christmas party, an all-industry event, was set for last week in the Windsor Ballroom, New Washington Hotel. . . . Jim Brooks, 20th-Fox office manager, recuperating from his recent illness, was taking off another week before returning to work. Glen Haviland, 20th-Fox salesman, who has also been ill, is taking a rest. . . . Sympathy was extended to Mrs. Emma Ridgeway, operator of the theatre at Sedro Woolley, Wash., on the death of her husband, Dr. Ridgeway. . . . Zollie

(Continued on next page)



Janet Villava, director of hostesses, was congratulated recently by Egan Rank, manager, Paramount, Seattle, special services, left, and Warren Slee, publicity-advertising director, for handling over 10,000 parents and children without mishap at special youth performances of "This Is Cinerama."

The A-MAN Corner

Theatre managers . . . assistant theatre managers . . . theatre advertising and publicity men . . . film buyers . . . film bookers . . . circuit executives . . . maintenance and equipment engineers. IF you* are looking for a job, . . . or IF you* are looking for a man, . . . just describe your needs in 25 words or less and send to "The A-MAN Corner." Add your name and address. Names and addresses will be published unless a box number is requested. All such "classified ads" will be published in three consecutive issues and then dropped. If success does not crown an original effort, it can be repeated through a new application after a 60-day interval.

This completely new EMPLOYMENT SERVICE is available to ALL theatres without reservation. It is not necessary to subscribe to MOTION PICTURE EXHIBITOR to avail yourself of this service. No other industry trade paper offers it! And it is completely FREE!

*A (WO)MAN is also welcome . . . but in this preponderantly male business, she should specify her sex.

EXPERIENCED MANAGER AVAILABLE. Bought, booked and exploited pictures. Handled promotions and concessions. Superintended 4 theatres. Excellent references. 25 years in business. BOX A1219, c/o M. P. EXHIBITOR, 246 North Clarion St., Phila. 7, Pa.

PROJECTIONIST AVAILABLE. 8 years' experience. Sober and reliable. Married, one small child. Wife can cashier. Have excellent references. Will go anywhere. Write or wire RALPH COX, General Delivery, Durham, N. C. (1219)

MANAGER, now under contract till January would like better opportunity. Conventional, Drive-In experienced. Family, 35, executive with construction experience. Use present company as references. BOX A125, c/o M. P. EXHIBITOR, 246 North Clarion St., Phila. 7, Pa.

WANTED, ASSISTANT AT ONCE for small town theatre. Must know projection, minor repairs. Give full details in first letter, salary and references. BOX A1212, c/o M. P. EXHIBITOR, 246 North Clarion St. Phila. 7, Pa.

HIGH CALIBER SHOWMAN available. Experienced all phases theatre operation. Top references from big time circuits. Prefer Art Theatre operation in New York area. Resume furnished. BOX B1212, c/o M.P. EXHIBITOR, 246 North Clarion St., Phila. 7, Pa.

WANTED: DRIVE-IN THEATRE MANAGER to start work April 1. Eastern Ohio location. State age, references and desired salary. All mail kept strictly confidential. BOX C1212, c/o M. P. EXHIBITOR, 246 North Clarion St., Phila. 7, Pa.

Address all correspondence to— **The A-MAN Corner** { Motion Picture Exhibitor 246 N. Clarion St., Philadelphia 7, Pa.

PROGRAM and RUNNING TIME FORMS . . .

Now used by over 5000 theatres!

Price: 25c per 50-sheet pad

These forms are prepared for convenience in disseminating accurate information to the key members of a theatre staff so that they may answer intelligently the patron questions most frequently asked; or so that they can cue and time their show.

Daily turnover running time can be easily computed from the running times of the individual subjects that make up the bill.

One copy each week: (1) on your desk, (2) to your cashier, (3) to your doorman, (4) to your projectionist, and (5) to your head usher or floor supervisor will be sufficient to keep uniform information throughout the theatre.

Ask for **SAMPLE SHEETS!** Sold ONLY to Subscribing Theatres by **EXHIBITOR BOOK SHOP** 246-48 N. Clarion Street, Philadelphia 7, Pa.

Teen-Age Vandals Force Wash. Theatre To Close

WENATCHEE, WASH.—Another Wenatchee theatre closed last month, with the operator blaming teenagers' rowdiness for his decision. "The kids have run the adults out; it just isn't profitable to operate," said Will Grieme, manager, Mission, as he prepared to close its doors.

The vandalism, he said, included slashed seats, wrecked plumbing fixtures, broken windows and mirrors, and bottles of pop emptied from the balcony onto people sitting below.

In recent months, special policemen have been placed on duty in theatres to try to reduce the youths' noise and destruction of property. However, the situation has grown increasingly worse in recent months especially in the smaller theatres with operators at a loss for means to cope with it.



Manager Vincent Iorio, right, Trans-Lux, Washington, looks over a ticker with a local Bache and Company representative. The ticker was set up in the theatre lobby as part of a tieup on Columbia's "The Solid Gold Cadillac."

Hamrick Circuit Head Dies In New York

SEATTLE—John Hamrick, president, John Hamrick Theatres, Inc., and one of Seattle's oldest motion picture exhibitors, died in New York on Nov. 30 after becoming ill there. His wife, Fannie, and daughter, Mrs. Beatrice McGurn, Santa Barbara, Cal., were with him.

Hamrick came here from Kansas City about 1910 and opened the city's first suburban theatre, the Queen Anne. He later sold it and built the Colonial downtown. Later, he took over the old Melbourne downtown and renamed it the Rex.

Hamrick's first major theatre was the Blue Moon, built in 1920. He built similar theatres in Portland and in Tacoma, Wash. At the time of his death, he operated a circuit of about 15 houses, including the Orpheum, Music Hall, Blue Mouse, and Music Box, all downtown.

Surviving also are a grandson and three granddaughters.

Seattle

(Continued from preceding page)

Volchok, Northwest Releasing, was guest of honor at a dinner hosted by Carl Schroeder, editor, Modern Screen Magazine. The party, held in Los Angeles, was attended by many film celebrities. . . . An appeal was made to the City Council by Theatre Owners of Washington for the repeal or modification of the city's admission tax. Dwight L. Spracher, TOW executive secretary, pointed out that if tax relief is not granted, more local theatres will be forced to close, particularly those competing with tax-free theatres in the county.

How BMI Serves the
MOTION PICTURE THEATRE



*M*USIC is heard and enjoyed everywhere and just about all the time. It is hard to imagine what life would be like without music.

It is equally difficult to conceive of any well-balanced program of music without hearing tunes that are licensed for performance through BMI.

For BMI has added immeasurably to the public's enjoyment of music during its 17 years of service to music and broadcasting. BMI, through its affiliated composers and publishers, continues to make available to the world a widely diversified music repertoire—popular, folk, standard, symphonic, operatic, educational—that fills every music need.

BMI-licensed music is heard everywhere, all the time—on radio and TV, in the home, the church, restaurants, night clubs, ballrooms, hotels, skating rinks, amusement parks, concert halls, juke boxes, motion picture theatres and *wherever there's music*.

BROADCAST MUSIC, INC.

589 FIFTH AVENUE, NEW YORK 17, N. Y.

NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

The Editor Speaks

HEY—LOOK at us, will ya? We just turned 38 years young! I'm speaking of the paper, not me, for MOTION PICTURE EXHIBITOR has now successfully completed 38 years of traditionally excellent service to the motion picture business.



DURING THE DECADE I've been at this desk I've come to know what it is like to represent the finest trade journal in the business. It feels right good.

EACH YEAR many exhibitors visit Hollywood from not only all parts of the United States, but also from all parts of the globe. Modesty precludes my quoting here actual statements from these theatremen, but I do want to say on this 38th birthday that it is only because of the exceptionally high regard of these men, who know and demand honest reporting of industry happenings and sensible reviews of forthcoming films, that a service can exist for 38 years and continue to grow and still grow! We're the only trade paper that's shown a healthy circulation increase the past few years. Proud are we, indeed!

LOOKING BACK over the critical production shortages of 1956, and glancing at the production plans for 1957, things look better. Many able producers are now well into heavy production schedules of those good old bread and butter pictures, not stratospheric extravaganzas, but well planned and cleverly produced pictures which can be made and brought at a price which should show a healthy profit for the exhibitor.

So, ALL IN ALL, this department looks for a very happy and prosperous 1957 for everyone!

STUDIO SURVEY appears every fourth Wednesday as a regular MOTION PICTURE EXHIBITOR department. The section is devoted exclusively to the arts, people, creative ability, and physical properties which make up the production side of the motion picture industry. Edited from the west coast, all information relating to editorial contents should be directed to Paul Manning, 8141 Blackburn Ave., Los Angeles 48, California. For other information, address MOTION PICTURE EXHIBITOR, published weekly by Jay Emanuel Publications, Inc. Publishing offices: 246-48 North Clarion Street, Philadelphia 7, Pennsylvania. New York office: 229 West 42nd Street, New York 36. Representatives may be found in every film center.

STUDIO SURVEY

Paul Manning, editorial director

Vol. 9, No. 13 December 19, 1956

STUDIO SURVEY

Motion Picture Exhibitor Laurel Awards Nominations

PARAMOUNT's

"THE RAINMAKER"

starring

BURT LANCASTER, KATHARINE HEPBURN

co-starring

WENDELL COREY, LLOYD BRIDGES, EARL HOLLIMAN

CAMERON PRUD'HOMME

Produced by Hal Wallis. Directed by Joseph Anthony.

Screen play by N. Richard Nash based on his play.

A VistaVision production. Color by Technicolor.

WARNERS'

"BABY DOLL"

starring

KARL MALDEN, CARROLL BAKER, ELLI WALLACH

and featuring

MILDRED DUNNOCK

Produced and directed by Elia Kazan.

Story and screen play by Tennessee Williams.

A Newtown Production.

PARAMOUNT's

"HOLLYWOOD OR BUST"

starring

DEAN MARTIN and JERRY LEWIS

co-starring

PAT CROWLEY, MAXIE ROSENBLUM

with guest star

ANITA EKBERG

Produced by Hal Wallis. Directed by Frank Tashlin.

Written by Erna Lazarus. New songs by Sammy Fain and Paul Francis Webster.

A VistaVision production. Color by Technicolor.

RUN OF THE ARROW

A GLOBE ENTERPRISES PRODUCTION IN ASSOCIATION WITH RKO RADIO PICTURES

COLOR BY TECHNICOLOR

THE UNRECONSTRUCTED
REBEL WHO CARRIED
THE SOUTH LIKE A FLAG...
AND BECAME A SIOUX
TO WAGE A ONE-MAN WAR
AGAINST THE DAMYANKEES!



2 FROM **SAMUEL FULLER** FOR **1957**

PREPARING

CINEMASCOPE

CHINA GATE

INDO-CHINA'S STRANGEST LOVE STORY!

A GLOBE ENTERPRISES PRODUCTION

RELEASED BY 20th CENTURY-FOX



The Year In News And Personalities

THIRTY-EIGHT years is quite a chunk out of any lifetime, and that is precisely how long this publication has been commenting on industry happenings and extending its services to theatremen everywhere.

Prosperity, depression, full theatres, closed houses, we have seen and reported them all. One thing remains constant. Motion pictures are the finest mass entertainment the world has ever developed. Regardless of all other factors affecting the industry, this is as true today as it was more than half a century ago when a popeyed public first thrilled to "pictures that moved."

The past is a shining story of success and good to think back on. Of course it had its failures, its shortcomings, its disappointments. Success is never as sweet without these bittersweet contrasts. Elegies have been sung before to the motion picture industry, but the corpse just wouldn't stay buried.

Those are some reflections after 38 years of reporting this industry. Here are some of the people and events responsible for the page in the film business' diary marked 1956.

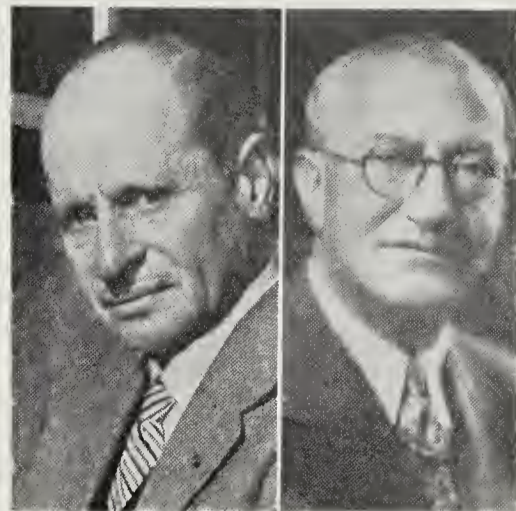
December, 1955

- 7—Paramount's pre-release system is defended by general counsel Louis Phillips in a letter to National Allied's board chairman Abram F. Myers. . . . Exhibitors hail first Audience Awards poll as builder of good will. . . . MPEA concludes three-year film agreement with Italy. . . . MPAA company counsels approve arbitration draft.
- 14—Industry wins Government's 16mm. anti-trust action, establishing right to withhold product from TV. . . . United Artists resigns from MPAA as Production Code seal is denied Otto Preminger's "The Man With The Golden Arm." . . . Jennifer Jones, James Dean, Tab Hunter, Peggy Lee, and "Mister Roberts" score in first Audience Awards poll. . . . Arthur Krim forecasts United Artists world gross of \$65 million in '56.
- 21—Federal Judge Sidney Snaper denies motion of Keyport Theatre Corporation to intervene in New Jersey expansion of Loew's Theatres. . . . Arthur M. Loew named to succeed Nicholas M. Schenck as Loew's, Inc., president. . . . COMPO endorses a new campaign for relief from federal admissions tax. . . . Trans-Lux founder Percy N. Furber dies. . . . Court decree favors independents in suit against National Screen Service.
- 28—MPAA president Eric Johnston denies rumors of forthcoming changes in the Production Code. . . . Ellis Films brings federal suit against the MPAA charging anti-trust law violation by the Production Code. . . . 20th-Fox International Germany head Robert A. Kreier dies. . . . New York censor statute challenged in

the state's Supreme Court by Capitol Enterprises.

January, 1956

- 4—Federal Judge Sidney Sugarman grants petition of Loew's Theatres to acquire New Jersey drive—in over objections of Keyport Circuit. . . . MPAA head Eric Johnston names Charles F. Baldwin Mediterranean manager, MPEA. . . . Slower playoff of CinemaScope product blamed for 20th-Fox earnings dip.
- 11—The Senate Small Business Subcommittee sets hearings as National Allied seeks federal regulation of film terms. . . . RKO Teleradio sells "The Conqueror" and "Jet Pilot" back to Howard Hughes. . . . Senator Paul Douglas (D., Ill.) comes out in favor of admissions tax relief. . . . E. K. O'Shea named Magna Theatres sales head. . . . Paramount shorts and Columbia features reach television outlets.
- 18—AB-PT's Leonard Goldenson and Edward Hyman report that distributors have assured them an orderly release pattern for 1956. . . . COMPO states that it will press tax campaign despite discouraging prospects of success by the President's State of the Union message. . . . Pennsylvania's Board of Censors crippled by budget cut. . . . Charles Boasberg named Paramount special sales supervisor. . . . United Artists gets Todd-AO's "Around The World In 80 Days." . . . TOA members to answer questionnaire to guide organization's actions at Senate hearings.
- 25—Washington exhibitors prepare to battle ticket tax. . . . 20th-Fox demonstrates its new CinemaScope-55 before an appreciative trade audience in the Roxy, New York. . . . TOA members respond to questionnaires, showing a lively interest in forthcoming Senate industry hearings.



LOEW

SCHENCK



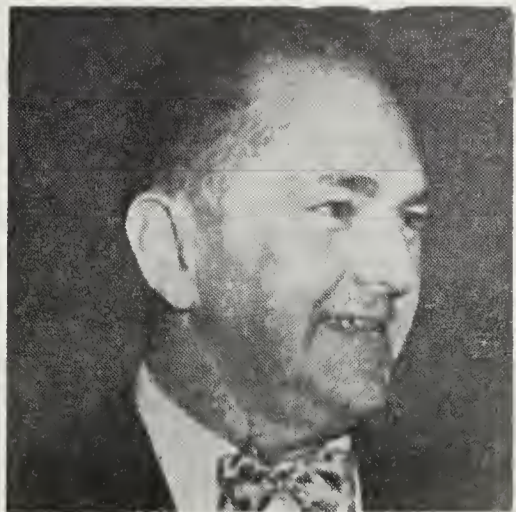
ZANUCK



ADLER

February, 1956

- 1—Government rules Western Electric must divest Westrex Corporation. . . . English producer Sir Alexander Korda dies. . . . RKO sells 740 features to TV.
- 8—David Snaper, veteran exhibitor and head, Snaper Theatres, dies. . . . Chicago police censors overruled by court on "Game Of Love." . . . Theatre Owners of America hold convention in Charlotte.
- 15—CinemaScope inventor Professor Henri Chretien dies. . . . James R. Velde becomes UA sales head. . . . Buddy Adler becomes 20th-Fox studio boss, replacing Darryl F. Zanuck, who plans to enter independent production.
- 22—Variety Clubs International plans New York convention. . . . Allied



CLARK

(Continued on page A-7)

HENRY BLANKE

WARNER BROTHERS



ARTHUR FREED
PRODUCTIONS INC.



In Production
"SILK STOCKINGS"

In Preparation
"GIGI"
By Colette

For
MGM Release

JOSEPH PASTERNAK

M-G-M

In Release

"MEET ME IN LAS VEGAS"

"THE OPPOSITE SEX"

In Production

"10,000 BEDROOMS"

"THIS COULD BE THE NIGHT"

(Continued from page A-3)

and TOA spokesmen see the Justice Department about production plans by circuits. . . . National Allied holds a drive-in convention in Cleveland.

29—United Artists buys Mary Pickford's stock holdings and gains full control. . . . Allied reelects all officers headed by Rube Shor, at board meeting. . . . Don Hartman resigns post as Paramount executive producer.

March, 1956

7—MGM to release films made in England by Ealing Studios. . . . RCA sales hit billion mark for record. . . . Fight on federal admissions tax continues, led by COMPO's Bob Coyne and Bob O'Donnell.

14—William C. Gehring becomes a 20th-Fox vice-president. . . . Government announces it will not appeal to 16mm. decision. . . . Allied and COMPO split as exhib group charges mismanagement.

21—Pennsylvania state censorship ruled unconstitutional by state court. . . . Pioneer exhibitor and founder of exhibitor organization Fred J. Herrington dies in Pittsburgh. . . . Soviet film industry says it is ready to do business with U.S.

28—Comedian Fred Allen dies. . . . Luis R. Montes, Mexico City Variety Club leader, dies. . . . "Marty," Anna Magnani and Ernest Borgnine win top Academy Award "Oscars."

April, 1956

4—Technicolor representative George Giroux dies. . . . RKO Teleradio acquires an interest in Unique Records. . . . U.S. Senate Subcommittee to Investigate Juvenile Delinquency criticizes violence in films.

11—Elmer C. Rhoden is named president, Commonwealth Theatres, Kansas City. . . . C. V. Whitney announced his company's production plans. . . . Nudist film, "Garden Of Eden" is banned in New York, with an appeal made by the producer.

16—Mrs. Adolph Zukor dies. . . . "Mom And Dad" wins New York censor battle. . . . Both Eric Johnston and Walter Reade, Jr., discuss conditions abroad following trips in which they conferred with foreign industry leaders.

25—Republic comes up with Naturama, a new wide screen system. . . . Warners film library to get reissue in theatres prior to TV showings. . . . Senate unit begins hearings on toll-TV.

May, 1956

2—Mort Blumenstock resigns as Warners ad-pub vice-president. . . . Over 1,000 technicians attend SMPTE convention. . . . Geoffrey Shurlock, Production Code Administration director of MPAA, told the second annual convention of the Federation of Motion Picture Councils that the Code Seal helps win world acceptance for U.S. films.

9—Bob Savini, Astor head, and Harry H. Strong, head, Strong Electric Corporation, Toledo, O., died. . . .

RKO-Atlas stockholders vote favorably on merger. . . . COMPO studies methods of getting women back into theatres.

16—Warner Brothers sell stock control to a group headed by banker Serge Semenenko and including Si Fabian. . . . Samuel F. Roth, head, Washington Circuit, dies. . . . Variety Clubs holds its 20th convention in New York.

23—20th-Fox sells rights to 52 features to TV. . . . "Man With The Golden Arm" and "Naked Amazon" run into Maryland censor trouble. . . . Hal Makelim abandons his plans for exhibitor supported lineup of feature productions.

30—Senate Small Business Subcommittee hears rebuttal to exhib testimony by film companies. . . . Ruby S'Renco, owner, old Art Theatre and S'Renco Screening Room, St. Louis, dies.

June, 1956

6—Exhibitor organizations seek possible aids to sagging theatre box-office. . . . Esther Williams offers swimming pool business franchises to exhibitors. . . . Warners plans a trek to New Bedford, Mass., to launch "Moby Dick."

13—Actor Jean Hersholt dies. . . . Republic tightens up exchange operations. . . . Edward Kingsley begins fight with New York State censors on "Lady Chatterley's Lover."

20—Abram Myers, Allied executive, warns exhibitors again flood of reissues. . . . New production center opens in New York City. . . . Justice Department defends decree enforcement and cites TV, not trade conditions, as top exhib foe.

27—TOA exec Alfred Starr hits backlog sales to TV. . . . U-I hosts trip around New York harbor to launch "Away All Boats." . . . Republic head Herbert J. Yates says company will make 18 low budget films.

July, 1956

4—Will Rogers Hospital expansion to handle diseases other than tuberculosis planned. . . . "Salt Of The Earth" charges industry boycott in federal suit. . . . Regal Films, Inc., signs a releasing deal with 20th-Fox.

11—The TOA announced it would hold a forum in Chicago to study box-office drop. . . . Eric Johnston, MPEA head, denies charge that British films get snub in U.S. . . . The FCC defends the AB-PT consolidation as Congress mulls monopoly charge.

18—The British "Marilyn Monroe," Diana Dors, arrives under contract to RKO. . . . Dore Schary tells the MGM studio personnel that economy measures are necessary. . . . IFE practically discontinues its representation in most U.S. exchange centers.

25—Drive-in operators seek cure to "evils" of their operation. . . . Frank H. Ricketson, Jr., is appointed general manager of National Theatres. . . . Mort Blumenstock, Warner ad-pub head, dies.

(Continued on page A-11)



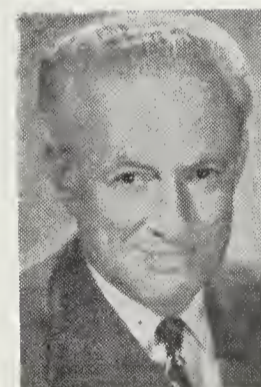
MAGNANI



BORGNINE



COYNE



O'DONNELL



SEMENENKO

The Mark of Showmanship



TECHNICOLOR CORPORATION

TECHNICOLOR IS OUR REGISTERED TRADEMARK

HERBERT T. KALMUS, PRESIDENT AND GENERAL MANAGER

**NOW
IN RELEASE**

**... And
Soon To Be
Released**

**FROM
WALT DISNEY**

FANTASIA
SUPERSCOPE

SECRETS OF LIFE

WESTWARD HO, THE WAGONS
CINEMASCOPE

CINDERELLA

OLD YELLER
CINEMASCOPE

JOHNNY TREMAIN
WIDE SCREEN

PERRI
CINEMASCOPE

BABES IN TOYLAND
CINEMASCOPE

All

Distributed by

**Buena
Vista**

Film Distribution Co., Inc.

© WALT DISNEY PRODUCTIONS

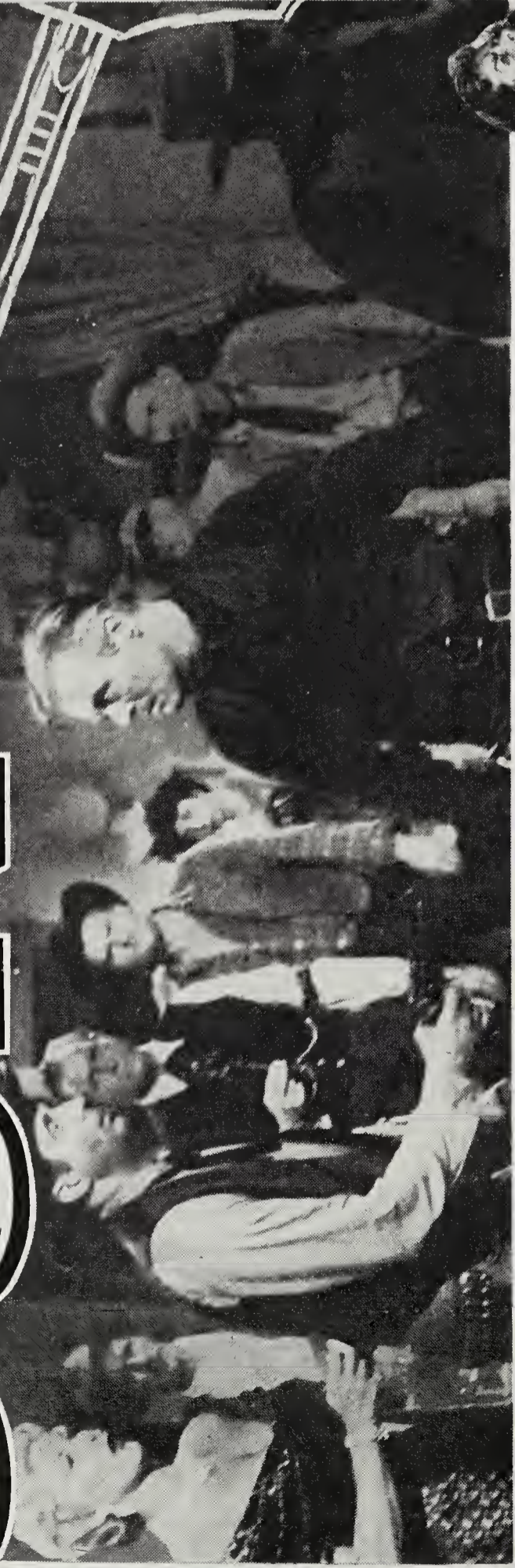
All Technicolor



Profit

PICTURE FROM ASSOCIATED
FILM RELEASING CORP.

NUG MAN



He lived by the law of "Shoot to Kill - but Shoot First!"

starring **WILLARD PARKER** · **MARA GORDAY** · **BARTON MAGLANE**

featuring **TOM BROWN** · **VEDA ANN BORG** · **CHICK CHANDLER** · **JODY McCREA** · **BILLY HOUSE** · **MORRIS ANKRUM**

(Continued from page A-7)

August, 1956

- 1—Congress passes an admission tax reduction measure canceling the 10 per cent federal levy on admissions of 90 cents or less. . . . Warner-Pathe newsreel discontinued. . . . The second Todd-AO production, "Around The World In 80 Days," set to premiere in October at the Rivoli, New York.
- 8—The Senate Small Business Subcommittee states that exhibitors should reapply themselves to the task of devising a workable industry arbitration system, excluding film rentals. . . . Hal E. Makelim, who failed to garner sufficient support for his exhibitor backed release plan, sets his "Peacemaker" for UA release. . . . RKO announces 15 releases for Aug. 15-Dec. 31 period as it marked its first anniversary of its purchase by Thomas F. O'Neil.
- 15—COMPO considering the second Audience Awards poll. . . . Toll-TV decision is prompted by the Federal Communications Commission before the end of the year. . . . Jerry Wald signs a contract to produce 18 for 20th-Fox in the next five years.
- 22—R. J. O'Donnell is named "Pioneer of the Year" by Motion Picture Pioneers. . . . MGM leases its film backlog of 725 pre-1949 films to TV. . . . A Canadian drive-in admits patrons free providing they visit the concessions stand.
- 29—The TOA files a brief with the Small Business Administration urging federal exhibitors loans. . . . MOTION PICTURE EXHIBITOR 1955-56 Laurel Awards go to Doris Day as topline female star; Gary Cooper as topline male star; Shirley Jones and Fess Parker as "new personalities"; Cecil B. DeMille as top producer-director.

September, 1956

- 5—Luis R. Montes, founder, Variety Club of Mexico, dies. . . . MGM-TV places 725 film library in 12 markets for \$20 millions. . . . Paramount's 208 minute "War And Peace" has Broadway opening at the Capitol.
- 12—TOA prepares for biggest convention in history at New York Coliseum. . . . UA sells 93 features to NBC-TV New York outlet. . . . National Theatres sells the Roxy for \$6,200,000. . . . Japan announces plans for a Japanese film festival in New York at Museum of Modern Art.
- 19—TOA's "Star of the Year" award goes to William Holden. . . . Pathe Pictures, Inc., announces that the famed Pathe rooster would continue to crow as trade mark of The News Magazine of the Screen. . . . Saturday Evening Post article says "the drive-in is here to stay."
- 26—Technicolor announces Technirama, a new and flexible production technique. . . . Cinerama is four years old. . . . Credit-card "see now; pay later" is studied in Canada by interested theatremen.

October, 1956

- 3—Leonard H. Goldenson, head, AB-

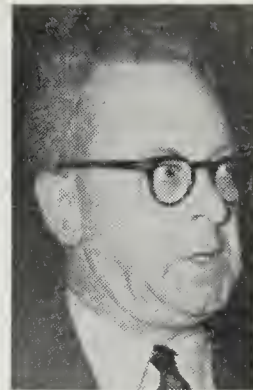
- PT, announces that his company plans to enter production. . . . National Film Service begins taking over more physical distribution duties for the film company exchanges. . . . COMPO continues to seek solution to conflict with Allied.
- 10—Arthur M. Loew resigns as Loew's head. . . . Paramount announces Cecil B. DeMille's "The Ten Commandments" will be handled on legit basis. . . . Stella Poulnot, Atlanta, is named national WOMPI head.
- 17—The Screen Actors Guild mulls its "rights" in the sales of post 1948 films to TV. . . . Barton Kreuzer, director, product planning for RCA, is elected head, SMPTE. . . . "The Search For Bridey Murphy" reaches the screen via a Paramount feature release.
- 24—Joseph R. Vogel is named president of Loew's, Inc. . . . Alfred Starr, former TOA head and partner in Bijou Amusement Company, Tennessee, dies. . . . New York Supreme Court is the scene of a test on censorship of French-made "Lady Chatterley's Lover."
- 31—20th-Fox releases the CinemaScope version of "Oklahoma!" . . . J. Arthur Rank announces plans to begin U.S. distribution. . . . Second film in Todd-AO, "Around The World In 80 Days," opens on Broadway.

November, 1956

- 7—Television gets 156 more 20th-Fox films. . . . TOA convention in Jacksonville tackles industry problems. . . . Cartoon producer Walter Lantz in an interview in New York says he would like to get half-a-buck more on each booking which would make staying in business a little easier. . . . TOA leaders call for "more pictures" and "single exhibitor group."
- 14—In answer to the product shortage cry, 20th-Fox slates 55 for '57. . . . Louis W. Schine, secretary-treasurer, Schine Enterprises, dies. . . . The fifth annual Popcorn Fall Festival in full swing.
- 21—Nicholas M. Schenck, honorary chairman of the board and former head, Loew's, Inc., announces his retirement. . . . Irving H. Levin is named head, Am-Par Pictures Corporation, the AB-PT motion picture production subsidiary. . . . Affiliation with IATSE tops the agenda of the Colosseum of Motion Picture Salesmen convention in Milwaukee. . . . Paramount's "The Ten Commandments" bows at the Criterion, New York, with producer Cecil B. DeMille on hand.
- 28—Viking, inde Philadelphia house, files \$1,800,000 anti-trust suit against the eight majors and three first-run exhibitors. . . . Gradwell L. Sears, former head, United Artists, dies. . . . Bishops are told in Washington that there were less objectionable films this year, but that "offensive" and "lurid" motion picture advertising is on the increase. . . . Columbia moves its entire home office staff into new quarters at 711 Fifth Avenue.



STELLINGS



SHOR



DAY



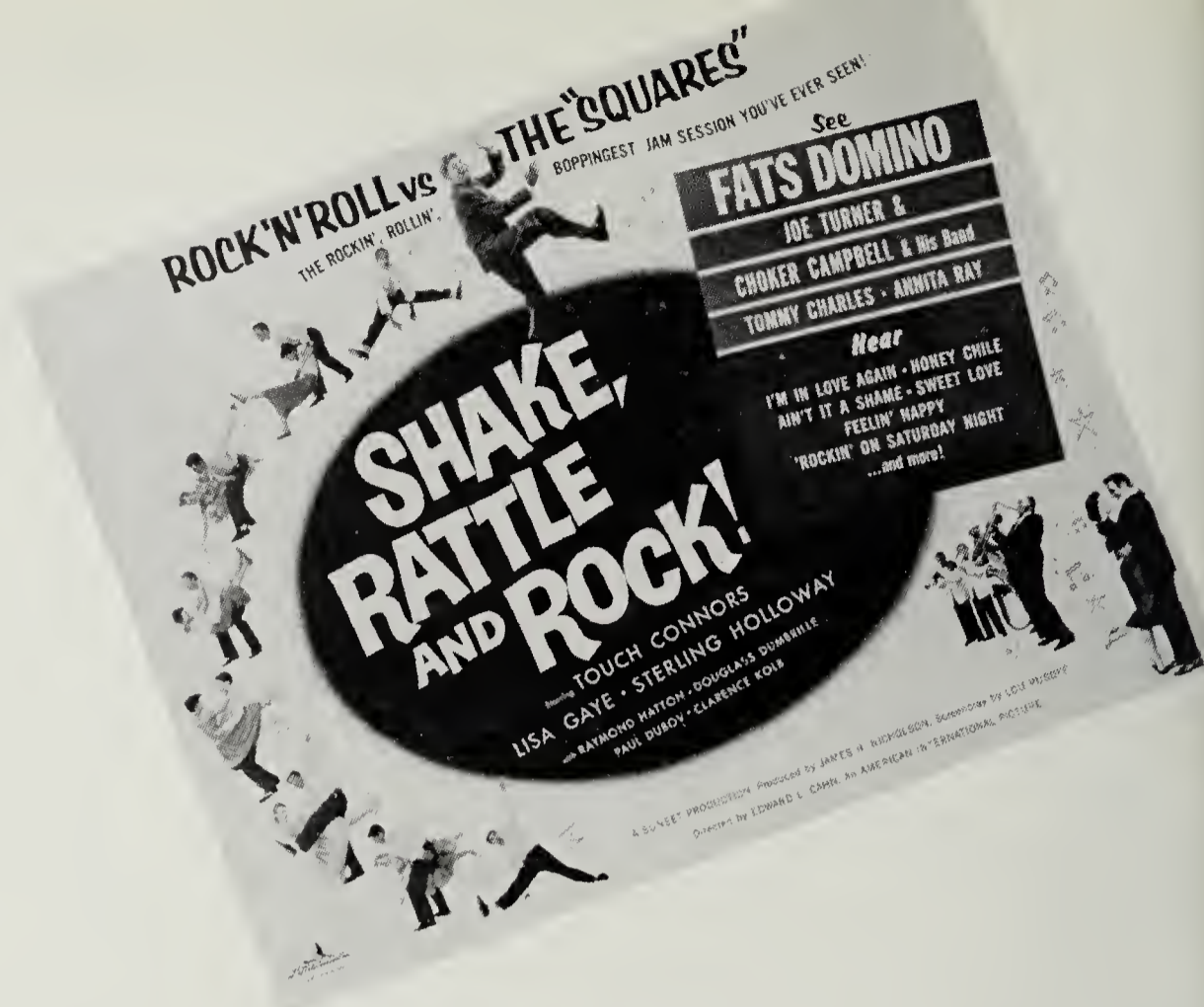
DE MILLE



COOPER



KREUZER



DOUBLE BOXOFFICE BLOCKBUSTER NO. 4!



BLOCKBUSTER NO. 5 — DECEMBER

NAKED PARADISE and FLESH AND THE SPUR — Both in COLOR!

BLOCKBUSTER NO. 6 — JANUARY

THE UNDEAD and BLACK VOODOO

COMING IN 1957

THE ROCK 'N' ROLL KID and THE JUVENILE DELINQUENT

HELL RAIDERS and JET SQUADRON

I WAS A TEENAGE WEREWOLF and DRAG STRIP GIRL.....and MORE!

SEE YOUR LOCAL *American*  *International* EXCHANGE

ALLIED ARTISTS

*presents the forerunners of a distinguished program
for world wide entertainment...*



GARY COOPER
IN WILLIAM WYLER'S
PRODUCTION

**"FRIENDLY
PERSUASION"**

co-starring
DOROTHY MCGUIRE
introducing **Anthony Perkins**
Also co-starring **Marjorie Main**

In Magnificent
COLOR



GARY COOPER
AUDREY HEPBURN
MAURICE CHEVALIER

in
BILLY WILDER'S

LOVE
in the
Afternoon



GINA LOLLOBRIGIDA
ANTHONY QUINN
in Victor Hugo's

**"Hunchback
of Paris"**

in
CINEMASCOPE
and
COLOR

PRODUCED BY
ROBERT AND RAYMOND HAKIM



TONY MARTIN
and
VERA-ELLEN

*in the
dazzling
musical...*

"JEANNIE"

PRODUCED BY
MARCEL HELLMAN

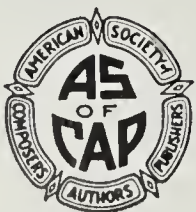
in
CINEMASCOPE
and
COLOR



WHERE PROGRESS
MAKES THE NEWS
OF AN INDUSTRY

ASCAP MUSIC

... **the music of America** ... has been created for more than forty years by the skilled professional music men and women whose performance rights are represented by the Society. These music people have created a repertory that covers every phase of our musical literature. And this prime ingredient of our nation's vast entertainment industry is readily available through a single ASCAP license.



THE AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS
575 Madison Avenue, New York 22, New York

U-I's '57 Variety

TOP sales executives from U-I met recently at the company's west coast studios to discuss production and promotion plans for 1957. Optimism regarding the industry's future was the keynote, and top level faith was translated into action as upcoming features were described and discussed.

The Universal lineup as revealed at the meetings sparkles with variety, both in theme and manner of presentation. CinemaScope and color are used where subject matter calls for such processes, and the company will also present its first black-and-white CinemaScope feature.

As always, U-I placed equal emphasis on the promotion of the various films. Pre-selling will be focused so as to have the greatest effect at the point of sale, with the importance of local campaigns stressed. In addition to newspaper and magazine advertising, radio, and TV will be used extensively. Record tieups and other music campaigning will also be utilized, as has been done so successfully in the past.



Seen are scenes from some of U-I's upcoming features which promise to brighten the 1957 picture for theatremen. Upper left, Julie Adams, Gia Scala, Marianne Cook, and Elsa Martinelli as they appear in "Four Girls In Town," in CinemaScope and Technicolor; upper right, Grant Williams in "The Incredible Shrinking Man"; lower left, Fred MacMurray carries the body of Dean Stockwell in the CinemaScope-color production, "Gun For A Coward"; lower right, Jeanne Crain, Jeff Chandler, and George Tobias in "The Tattered Dress," in CinemaScope.



Erroll Flynn romances Cornell Borchers in "Istanbul," drama in CinemaScope and Technicolor.



The going gets rough for Tony Curtis and Martha Hyer in a tense scene from "Mister Cory."



Ed Wynn, in his first dramatic screen role, chats with Jose Ferrer in "The Great Man."



Robert Stack, background, cynically watches a warm moment between Rock Hudson and Lauren Bacall in "Written On The Wind."



Anna Kashfi and Rock Hudson bathe a Korean orphan in "Battle Hymn," life story of the flying parson, Colonel Dean Hess, fighter ace of two wars.

W. J. GERMAN, INC.

*Agent for the
Sale and
Distribution of*

**EASTMAN
PROFESSIONAL
MOTION PICTURE FILMS**

FORT LEE, N. J.

CHICAGO, ILL.

HOLLYWOOD, CAL.

*... and for daddy
a brand new Simplex X•L
Projection and
Sound System!*



MANUFACTURED BY INTERNATIONAL PROJECTOR CORPORATION

DISTRIBUTED BY NATIONAL THEATRE SUPPLY

SUBSIDIARIES OF GENERAL PRECISION EQUIPMENT CORPORATION



HAPPY
ANNIVERSARY



STANLEY-WARNER
CORPORATION



International Alliance of Theatrical Stage Employees
and Moving Picture Machine Operators of the
United States and Canada

Affiliated with the A.F.L.—C.I.O.

Representing Craftsmen Employed in Production,
Distribution and Exhibition in the
Entertainment Field

RICHARD F. WALSH

International President

Suite 1900
The Americas Building
1270 Avenue of the Americas
New York 20, N. Y.

HARLAND HOLMDEN

General Secretary-Treasurer

*Congratulations on your
38th Anniversary*

BEN AMSTERDAM

*Congratulations, Jay,
on your
38th Anniversary*



HARRY CHERTCOFF

*Congratulations
to a swell guy,*

JAY EMANUEL

and His Gang at MOTION PICTURE EXHIBITOR



IS RAPPAPORT

*Congratulations on your
38th Birthday*

And It's Bill Hunt's 51st Anniversary
in the Business!

Best Wishes

American Broadcasting-Paramount Theatres, Inc.

Congratulations

TO A GOOD TRADE JOURNAL

and to

JAY EMANUEL, HIS STAFF

and to

MOTION PICTURE EXHIBITOR

on the occasion of its

38th ANNIVERSARY



A. R. BOYD

Congratulations to

MOTION PICTURE EXHIBITOR

on its 38th Anniversary



Charles Sweets Company

CHARLES AMSTERDAM

LEON STERN

Compliments of

VARBALOW CIRCUIT

Best Wishes

American Broadcasting-Paramount Theatres, Inc.

Congratulations

TO A GOOD TRADE JOURNAL

and to

JAY EMANUEL, HIS STAFF

and to

MOTION PICTURE EXHIBITOR

on the occasion of its

38th ANNIVERSARY



A. R. BOYD

Congratulations to

MOTION PICTURE EXHIBITOR

on its 38th Anniversary



Charles Sweets Company

CHARLES AMSTERDAM

LEON STERN

Compliments of

VARBALOW CIRCUIT

Paramount

(1954-55 releases from 5400;
1955-56 releases from 5500)

LAST HUNT, THE—OD—Robert Taylor, Stewart Granger, Lloyd Nolan, Debra Paget—Rugged outdoor drama has the names and can be sold—108m.—see Feb. 22 issue Page 4110—Leg.: B—(Eastman Color)—(CinemaScope). (621)

LUST FOR LIFE—BIOD—Kirk Douglas, Anthony Quinn, Pamela Brown—Well-made entry for art, speciality and some class spats—122m.—see Sept. 19 issue Page 4226—(CinemaScope)—(MetroColor). (701)

MARIE ANTOINETTE—COSD—Norma Shearer, Tyrone Power, John Barrymore—Reissue should have value as museum piece—149m.—see Nov. 14 issue Page 4250. (708)

MEET ME IN LAS VEGAS—MUC—Dan Dailey, Cyd Charisse, Agnes Moorehead—High rating musical—112m.—see Feb. 8 issue Page 4097—Leg.: B—(Eastman Color)—(CinemaScope). (622)

MUTINY ON THE BOUNTY—MD—Charles Laughton, Clark Goble, Franchot Tone—Reissue should do okay as museum piece—133m.—see Dec. 12 issue Page 4261. (711)

NORTHWEST PASSAGE—D—Spencer Tracy, Robert Young, Ruth Hussey—Names should help reissue about Rogers' Rangers—126m.—see Feb. 22 issue Page 4110—(Technicolor). (623)

OPPOSITE SEX, THE—CMU—June Allyson, Joan Collins, Leslie Nielsen—Loaded with entertainment values—117m.—see Sept. 19 issue Page 4226—Leg.: B—(CinemaScope)—(MetroColor). (705)

POWER AND THE PRIZE, THE—D—Robert Taylor, Elisabeth Mueller, Burl Ives—Interesting drama of big business intruduces shining new female star—98m.—see Sept. 19 issue Page 4226—(CinemaScope). (703)

RACK, THE—D—Paul Newman, Wendell Corey, Walter Pidgeon, Anne Francis—Highly engrossing drama—100m.—see April 18 issue Page 4134. (706)

RANSOMI—MYD—Glenn Ford, Donna Reed, Leslie Nielsen—High rating entry—104m.—see Jan. 11 issue Page 4086. (617)

SOMEBODY UP THERE LIKES ME—BID—Paul Newman, Pier Angeli, Everett Sloane—Well-done, highly interesting entry—113m.—see July 11 issue Page 4185. (635)

STRATTON STORY, THE—CD—James Stewart, June Allyson, Agnes Moorehead—Baseball reissue has Stewart name to help—106m.—see Feb. 22 issue Page 4110. (619)

SWAN, THE—ROMD—Grace Kelly, Louis Jourdan, Alec Guinness—Yarn about a princess has good potential—112m.—see April 18 issue Page 4134—(Eastman Color)—(CinemaScope). (628)

TALE OF TWO CITIES, A—D—Ronald Colman, Elizabeth Allan, Reginald Owen—Reissue should have value as museum piece—128m.—see Nov. 14 issue Page 4250. (707)

TEA AND SYMPATHY—D—Deborah Kerr, John Kerr, Leif Erickson—High rating drama—122m.—see Oct. 3 issue Page 4231—Leg.: B—(CinemaScope)—(Metrocolor). (702)

TEAHOUSE OF THE AUGUST MOON, THE—C—Marlon Brando, Glenn Ford, Machiko Kye—Highly amusing entry—123m.—see Oct. 31 issue Page 4242—(CinemaScope)—(MetroColor)—(Partially made in Japan)—(713).

THESE WILDER YEARS—Barbara Stanwyck, James Cagney, Walter Pidgeon—Well-made adult drama with provocative theme—91m.—see July 25 issue Page 4190. (636)

THREE MUSKETEERS, THE—ROMCMU—Lana Turner, Gene Kelly, June Allyson, Van Heflin—Reissue of standout entry should repeat okay—125m.—see Feb. 22 issue Page 4110—(Technicolor). (618)

TRIBUTE TO A BAD MAN—OD—James Cagney, Stephen McNally, Irene Papas—Well-made outdoor show should appeal to action and western fans—95m.—see March 21 issue Page 4122—(Eastman Color)—(CinemaScope). (626)

YEARLING, THE—D—Gregory Peck, Jane Wyman—Fine film should do okay as reissue—128m.—see Feb. 22 issue Page 4110—(Technicolor). (624)

TO BE REVIEWED OR IN PRODUCTION

ACTION OF THE TIGER—Van Johnson, Martine Carol—(Made in Spain).

BARRETS OF WIMPOLE STREET, THE—Jennifer Jones, Sir John Gielgud, Bill Travers—(Color)—(CinemaScope)—(Made in England).

DESIGNING WOMAN—Gregory Peck, Lauren Bacal, Dolores Gray—(CinemaScope)—(Color).

EDGE OF THE CITY—John Cassavetes, Sidney Poitier, Kathleen Maguire.

GUN GLORY—Stewart Granger, Rhonda Fleming, Burl Ives—(CinemaScope)—(MetroColor).

HAPPY ROAD, THE—Gene Kelly, Bobby Clark, Brigitte Fossey, Barbara Laage—(Made in France).

HOT SUMMER NIGHT—Leslie Nielsen, Coleen Miller.

IRON PETTICOAT, THE—Bob Hope, Katherine Hepburn—93m.—(Technicolor)—(VistaVision)—(English-made)—(712).

LITTLE HUT, THE—Ava Gardner, Stewart Granger, David Niven—(Color)—(Made in England).

LIVING IDOL, THE—Steve Forrest, Lillian Montevecchi—(Eastman Color)—(CinemaScope)—(Made in Mexico).

LIZIE—Eleanor Parker, Richard Boone, Joan Blondell, Hugo Haas.

PURPLE HARVEST—Mel Ferrer, Pier Angeli, Leif Erickson—(CinemaScope)—(Color).

RAINTREE COUNTY—Montgomery Clift, Elizabeth Taylor, Eva Marie Saint—(Color)—(CinemaScope 65).

SEVENTH VOW, THE—Eleanor Parker, Bill Travers, George Sanders—(Made in China)—(CinemaScope).

SILK STOCKINGS—Fred Astaire, Cyd Charisse, Janis Paige—(CinemaScope)—(MetroColor).

SLANDER—Van Johnson, Ann Blyth, Steve Cochran.

SOMETHING OF VALUE—Rock Hudson, Dana Wynter, Wendy Hiller—(Made in Africa).

TEN THOUSAND BEDROOMS—Dean Martin, Eva Bartok, Anna Marie Alberghetti—(CinemaScope)—(Color).

WINGS OF THE EAGLES, THE—John Wayne, Dan Dailey, Maureen O'Hara—(Color).

DECEMBER 19, 1956

ANYTHING GOES—MUC—Bing Crosby, Donald O'Connor, Mitzi Gaynor, Jeanmaire—Highly entertaining musical—106m.—see Jan. 25 issue Page 4090—(Color by Technicolor)—(VistaVision). (5513)

BIRDS AND THE BEES, THE—C—George Gobel, Mitzi Gaynor, David Niven—Gobel screen debut should aid moderate comedy—94m.—see April 4 issue Page 4130—Leg.: B—(Technicolor)—(VistaVision). (5515)

COURT JESTER, THE—CMU—Danny Kaye, Glynis Johns, Basil Rathbone—Highly humorous entertainment—101m.—see Feb. 8 issue Page 4098—(Color by Technicolor)—(Vista-Vision). (5512)

HOLLYWOOD OR BUST—CMU—Dean Martin, Jerry Lewis, Anita Ekberg—Average Martin and Lewis—95m.—see Dec. 12 issue Page 4262—(Technicolor)—(Vista-Vision). (5605)

LEATHER SAINT, THE—D—Paul Douglas, John Derek, Cesar Romero—Interesting entry—86m.—see May 30 issue Page 4166—(VistaVision). (5521)

LUCY GALLANT—ROMD—Jane Wyman, Charlton Heston, Claire Trevor, Thelma Ritter—Interesting and well-made entry—104m.—see Oct. 19 issue Page 4046—(Technicolor)—(VistaVision). (5504)

MAN WHO KNEW TOO MUCH, THE—MD—James Stewart, Doris Day, Brenda deBanzie—High rating Hitchcock thriller—120m.—see May 2 issue Page 4150—(Technicolor)—(VistaVision). (5520)

MOUNTAIN, THE—D—Spencer Tracy, Robert Wagner, Claire Trevor—High rating suspense drama—105m.—see Oct. 3 issue Page 4231—(VistaiVsoin)—(Technicolor)—(Made in France). (5603)

PARDNERS—C—Dean Martin, Jerry Lewis, Lori Nelson—Amusing spoof of western yarns has names, laughs, and music to sell—88m.—see Aug. 22 issue Page 4205—(Technicolor)—(VistaVision). (5523)

PROUD AND PROFANE, THE—D—William Holden, Deborah Kerr, Thelma Ritter—High rating drama—113m.—see May 30 issue Page 4166—(VistaVision). (5524)

SCARLET HOUR, THE—MD—Carol Ohmart, Tom Tryon, Jody Lawrence—Satisfactory programmer introduces new faces—93m.—see April 18 issue Page 4135—(VistaVision). (5514)

SEARCH FOR BRIDEY MURPHY—D—Terese Wright, Louis Hayward, Nancy Gates—Exploitation item for the program—84m.—see Oct. 17 issue Page 4237—Leg.: B—(VistaVision). (5602)

TEN COMMANDMENTS, THE—HISD—Charlton Heston, Anne Baxter, Yul Brynner—One of the top entertainments of all time—219m.—see Oct. 17 issue Page 4237—(VistaVision)—(Technicolor).

THAT CERTAIN FEELING—C—Bop Hope, Eva Marie Saint, George Sanders, Pearl Bailey—High rating Bob Hope comedy—103m.—see June 13 issue Page 4174—Leg.: B—(Technicolor)—(VistaVision). (5522)

VAGABOND KING, THE—MU—Kathryn Grayson, Oreste, Rita Moreno—Average Film musical will need plenty of help—88m.—see Sept. 5 issue Page 4215—(Technicolor)—(VistaVision). (5601)

WAR AND PEACE—D—Audrey Hepburn, Henry Fonda, Mel Ferrer, Vittoria Gassman—Filmization of outstanding literary work rates high on all counts—208m.—see Sept. 5 issue Page 4215—(Technicolor)—(VistaVision)—(Filmed in Italy). (5625)

TO BE REVIEWED OR IN PRODUCTION

BEAU JAMES—Bob Hope, Paul Douglas, George Jessel—(VistaVision).

BUSTER KEATON STORY, THE—Donald O'Connor—(VistaVision).

DELICATE DELINQUENT, THE—Jerry Lewis, Darren McGavin—(VistaVision).

FEAR STRIKES OUT—Anthony Perkins, Karl Malden, Norma Moore—(VistaVision). (5607)

FLAMENCA—Carmen Sevilla, Richard Kiley—(Color)—(VistaVision)—(Made in Spain).

FUNNY FACE—Audrey Hepburn, Fred Astaire, Kay Thompson—(Technicolor)—(VistaVision)—(Made in France).

GUNFIGHT AT THE OK CORRAL—Burt Lancaster, Kirk Douglas—(Technicolor)—(VistaVision).

JOKER, THE—Frank Sinatra, Mitzi Gaynor, Jeanne Crain.

LONELY MAN, THE—Jack Palance, Anthony Perkins, Elaine Aiken.

OMAR KHAYYAM—Cornel Wilde, Michael Rennie, Debra Paget—(Technicolor)—(VistaVision).

RAINMAKER, THE—Katharine Hepburn, Burt Lancaster—(Technicolor)—(VistaVision). (5606)

TIN STAR, THE—Henry Fonda, Anthony Perkins, Betsy Palmer.

THREE VIOLENT PEOPLE—Charlton Heston, Anne Baxter, Gilbert Roland, Tom Tryon—(Technicolor)—(VistaVision). (5604)

RKO

(1954-55 releases from 501;
1955-56 releases from 601)

BACK FROM ETERNITY—MD—Robert Ryan, Anita Ekberg, Rod Steiger—Satisfactory dramatic entry will benefit from name draw—97m.—see Sept. 19 issue Page 4227—(703).

BIG SKY, THE—MD—Kirk Douglas, Dewey Martin, Elizabeth Threant—Frontier meller reissue can be sold—140m.—see May 16 issue Page 4158. (662)

BEYOND A REASONABLE DOUBT—MD—Dana Andrews, Joan Fontaine, Sidney Blackmer—Fairly interesting program meller—80m.—see Sept. 19 issue Page 4227. (702)

BOLD AND THE BRAVE, THE—D—Wendell Corey, Mickey Rooney, Nicole Maurey—Highly entertaining entry—90m.—see April 4 issue Page 4130—(Superscope). (612)

BRAIN MACHINE, THE—MD—Patrick Barr, Elizabeth Allen—Import meller for the lower half—82m.—see Feb. 22 issue Page 4110—(English-made). (609)

BRAVE ONE, THE—Michel Ray—Highly attractive entry of a bay and his unusual pet—100m.—see Oct. 3 issue Page 4231—(CinemaScope)—(Technicolor)—(Filmed in Mexico). (706)

BUNDLE OF JOY—CMU—Eddie Fisher, Debbie Reynolds, Adolphe Menjou—Pleasant entertainment for all—98m.—see Dec. 12 issue Page 4262—(Technicolor). (807)

CASH ON DELIVERY—F—Shelley Winters, John Grogan, Peggy Cummins—Medicare programmer—82m.—see Jan. 25 issue Page 4091—Leg.: B—(English-made). (607)

CITIZEN KANE—D—Orson Welles, Buddy Swan, Joseph Cotton—Reissue is one of the screen's masterpieces—119m.—see July 11 issue Page 4185. (665)

CONQUEROR, THE—MD—John Wayne, Susan Hayward, Pedro Armendariz, Agnes Moorehead—Action meller has angles for better returns—111m.—see March 7 issue Page 4117—Leg.: B—(Color by Technicolor)—(CinemaScope). (610)

DEATH OF A SCOUNDREL—D—George Sanders, Yvonne DeCarlo, Victor Jory—Interesting drama has names and exploitable story values—119m.—see Nov. 14 issue Page 4250. (707)

FINGER OF GUILT—MD—Richard Basehart, Mary Murphy, Constance Cummings—Okay dualler—84m.—see Oct. 17 issue Page 4238—(English-made). (705)

FIRST TRAVELING SALESLADY, THE—C—Ginger Rogers, Barry Nelson, Carol Channing—Moderate, light-hearted offering has good name values—92m.—see Sept. 5 issue Page 4206—(Print by Technicolor). (701)

FLYING LEATHERNECKS—MD—John Wayne, Robert Ryan, Janis Carter—War shaw reissue should do okay—102m.—see Sept. 5 issue Page 4215—(Technicolor). (761)

GLORY—MD—Margaret O'Brien, Walter Brennan, Charlotte Greenwood—Good programmer has angles—10m.—see Jan. 25 issue Page 4091—(Technicolor)—(Superscope). (605)

GREAT DAY IN THE MORNING—OD—Virginia Mayo, Robert Stack, Ruth Roman—Outdoor action entry has angles—92m.—see May 30 issue Page 4167—Leg.: B—(Technicolor)—(SuperScope). (613)

I WALKED WITH A ZOMBIE—MD—James Ellison, Frances Dee, Tom Conway—Reissue okay for exploitation spots—69m.—see July 11 issue Page 4185. (666)

KING KONG—MD—Fay Wray, Robert Armstrong, Bruce Cabot—Reissue is smash spectacle—100m.—see July 11 issue Page 4186. (664)

LUSTY MEN, THE—ACD—Susan Hayward, Robert Mitchum, Arthur Kennedy—Reissue of interesting rodeo action drama has names to help—113m.—see May 30 issue Page 4167. (663)

MURDER ON APPROVAL—MYMD—Tom Conway, Delph Lawrence—Lower half filler—70m.—see May 16 issue Page 4158—(English-made). (614)

ONE MINUTE TO ZERO—MD—Robert Mitchum, Ann Blyth—Reissue of Korean war story has names to help—105m.—see Feb. 22 issue Page 4111. (661)

POSTMARK FOR DANGER—MD—Terry Moore, Robert Beatty—Scotland Yard yarn is okay for duallers—79m.—see Feb. 8 issue Page 4098—(English-made). (606)

SLIGHTLY SCARLET—MD—John Payne, Arlene Dahl, Rhonda Fleming—Program entry has angles—99m.—see Feb. 22 issue Page 4111—Leg.: B—(Technicolor)—(Superscope). (609)

TENSION AT TABLE ROCK—OD—Richard Egan, Dorothy Malone, Cameron Mitchell—Tense outdoor drama should have wide appeal—93m.—see Oct. 3 issue Page 4231—(Technicolor). (704)

WAY OUT, THE—MD—Gene Nelson, Mona Freeman, John Bentley—Average programmer—80m.—see April 18 issue Page 4135—(English-made).

WHILE THE CITY SLEEPS—MD—Dana Andrews, Ida Lupina, Rhonda Fleming, George Sanders—Fast-moving, interesting meller—100m.—see May 16 issue Page 4158—Leg.: B. (615)

TO BE REVIEWED OR IN PRODUCTION

DAY THEY GAVE BABIES AWAY, THE—Cameron Mitchell, Glynis Johns—(Eastman Color).

ESCAPADE IN JAPAN—Teresa Wright, Cameron Mitchell—(Color)—(Made in Japan).

GIRL MOST LIKELY, THE—Jane Powell, Kaye Ballard, Tommy Noonan, Cliff Robertson—(Eastman Color).

I MARRIED A WOMAN—George Gobel, Diana Dors, Jessie Royce Landis.

JET PILOT—John Wayne, Janet Leigh, J. C. Filppen—119m.—(Technicolor)—(CinemaScope).

LADY AND THE PROWLER, THE—Diana Dors, Rod Steiger, Tom Tryon—(Color).

MAN IN THE VAULT—Anita Ekberg, William Campbell, Karen Sharpe—73m.

PUBLIC PIGEON NO. 1—Red Skelton, Vivian Blaine, Janet Blair—(Color)—79m. (708)

RUN OF THE ARROW—Rod Steiger, Sarita Montiel—(Eastman Color).

SILKEN AFFAIR, THE—David Niven, Genevieve Page, Beatrice Straight—(English-made)—96m.

THAT NIGHT—John Beal, Augusta Dobby, Shepperd Strudwick.

YOUNG STRANGER, THE—James MacArthur, Kim Hunter, James Daly.

Republic

(1954-55 releases from 5400;
1955-56 releases from 5500)

CIRCUS GIRL—MD—Kristina Soderbaum—Lower half filler—88m.—see Sept. 5 issue Page 4216—(Color)—(Made in Germany, Ceylon, and India). (5506)

COME NEXT SPRING—D—Ann Sheridan, Steve Cochran, Walter Brennan—Names will help farm story, particularly in rural situations—92m.—see Feb. 8 issue Page 4098—(Tricolor). (5505)

CROSS CHANNEL—MD—Wayne Morris, Yvonne Furneaux, Arnold Marle—Average programmer—61m.—see Dec. 28 issue Page 4078—(English-made). (5441)

MOTION PICTURE EXHIBITOR

DAKOTA INCIDENT-OD-Linda Darnell, Dale Robertson, John Lund-Good programmer-88m.-see Aug. 8 issue Page 4197-(Trucolor). (5510)

DANIEL BOONE, TRAIL BLAZER-W-Bruce Bennett, Lon Chaney, Faron Young-Medloc western for lower half-76m.-see Oct. 31 issue Page 4243-(Trucolor). (5513)

DOCTOR AT SEA-CD-Dirk Bogarde, Brigitte Bardot-Fair English import-92m.-see Feb. 22 issue Page 4111-Leg.: B-(Color by Technicolor)-(Made in England)-(Rank). (5504)

GREEN BUDDHA, THE-MD-Wayne Morris, Mary Germaine, Marcia Ashton-Far the lower half-61m.-see Dec. 14 issue Page 4071-(English-made). (5439)

HIDDEN GUNS-W-Bruce Bennett, Richard Arlen, John Carradine-Fair western-66m.-see March 21 issue Page 4122. (5534)

JAGUAR-MD-Sabu, Chiquita, Barton MacLaine-Average dualler-66m.-see April 18 issue Page 4135. (5531)

LISBON-MD-Ray Milland, Maureen O'Hara, Claude Rains-Entertaining meller-90m.-see Aug. 8 issue Page 4198-Leg.: B-(Trucolor)-(Naturama)-(Filmed in Portugal). (5512)

MAGIC FIRE-DMU-Yvonne De Carlo, Rita Gam, Valentina Cortese, Alan Badel-Far class and art spots-94m.-see May 2 issue Page 4150-(Trucolor). (5503)

MAVERICK QUEEN, THE-OMD-Barbara Stanwyck, Barry Sullivan, Scott Brady-New process helps okay western-92m.-see May 2 issue Page 4151-(Trucolor)-(Naturama). (5509)

SCANDAL, INC.-MD-Robert Hutton, Patricia Wright, Paul Richards-Topical program meller can be exploited-79m.-see Nov. 28 issue Page 4258. (5514)

STRANGE ADVENTURE, A-MD-Joan Evans, Ben Cooper, Marla English-Far the lower half-70m.-see Oct. 31 issue Page 4243-Leg.: B. (5537)

STRANGER AT MY DOOR-OD-Macdonald Carey, Patricia Medina, Skip Homeier-Interesting outdoor drama has action and offbeat appeal-87m.-see April 18 issue Page 4135. (5507)

TERROR AT MIDNIGHT-MD-Scott Brody, Joan Vohs, Frank Faylen-Routine programmer-70m.-see May 16 issue Page 4158. (5536)

THUNDER OVER ARIZONA-W-Skip Homeler, Kristine Miller-Okay supporting feature-75m.-see Sept. 5 issue Page 4216-(Trucolor)-(Naturama). (5511)

TRACK THE MAN DOWN-MD-Kent Taylor, Petula Clark, Renee Houston-Okay dualler-75m.-see June 13 issue Page 4174-(English-made). (5533)

WHEN GANGLAND STRIKES-MD-Raymond Greenleaf, Marjorie Millar, John Hudson-Far the lower half-70m.-see March 7 issue Page 4118. (5535)

WOMAN'S DEVOTION, A-D-Rolph Meeker, Janice Rule, Paul Henreid-Far the program-88m.-see Dec. 12 issue Page 4262-(Trucolor)-(Filmed in Mexico). (5602)

ZANZABUKU-DOC-Interesting documentary on African wildlife-64m.-see May 16 issue Page 4159-(Trucolor)-(Filmed in Africa). (5508)

TO BE REVIEWED OR IN PRODUCTION

ABOVE US THE WAVES-John Mills, John Gregson, Donald Sinden-(Rank)-92m. (5601)

ACCUSED OF MURDER-David Brian, Vera Ralston, Sydney Blackmer-(TruColor)-(Naturama)-74m. (5603)

AFFAIR IN RENO-John Lund, Doris Singleton, John Archer-(Naturama).

CONGRESS DANCES, THE-Rudolf Prack, Johanna Matz-(Trucolor)-(CinemaScope).

DURANGO GUNFIGHTER-Anna Maria Alberghetti, Ben Cooper-(Naturama).

HELL'S CROSSROADS-Stephen McNally, Peggie Castle-(Naturama).

IN OLD VIENNA-Heinz Roettinger, Robert Killick-(Trucolor)-(German-made).

MAN IS ARMED, THE-Dane Clark, May Wynn, William Talman-70m. (5538)

SPOILERS OF THE FOREST-Rod Cameron, Vera Ralston-(Naturama)-(Trucolor).

TEARS FOR SIMON-David Farrar, David Knight, Julia Arnall-(Trucolor).

Trans-Lux

DANCE LITTLE LADY-DMU-Terence Morgan, Mal Zetlerling-Imparted ballet drama is slow galng, even for art spots-87m.-see Feb. 8 issue Page 4100-(Eastman Color)-(English-made)-(Minter).

LA STRADA-D-Anthony Quinn, Richard Basehart, Giulietta Masina-One of the better Italian Imparts-115m.-see Aug. 22 issue Page 4206-Leg.: B-(Italian-made)-(English titles).

LOVERS AND LOLLIPOPS-ROMD-Lori March, Gerald O'Laughlin, Cathy Dunn-Far the art and specialty spots ar far the program-80m.-see May 2 issue Page 4155.

TO BE REVIEWED OR IN PRODUCTION

BED OF GRASS-Anna Brazzou-(Made in Greece).

DANGER FLIGHT 931-Dany Robin, Dieter Barsche, Simone Renant-(Darvey).

20th Century-Fox

(1955 releases from 501;
1956 releases from 601)

ABDULLAH'S HAREM-D-Gregory Ratoff, Kay Kendall, Sydney Chaplin-Off-beat entry far program-88m.-Leg.: B-(Technicolor)-(Made in Egypt)-see June 27 issue Page 4182. (613)

BAREFOOT BATTALION-D-Marla Costl, Nicos Femas-Realistic offering may appeal to art or Greek spots-63m.-see July 25 issue Page 4190-(Greek-made)-(English titles). (617)

BEST THINGS IN LIFE ARE FREE, THE-MU-Gordon MacRae, Dan Dooley, Sheree North-Highly entertaining musical-104m.-see Oct. 3 issue Page 4234-(CinemaScope)-(Color by DeLuxe). (625)

BETWEEN HEAVEN AND HELL-MD-Robert Wagner, Terry Moore, Broderick Crawford-Interesting war entry-94m.-see Oct. 17 issue Page 4238-(CinemaScope)-(Color by DeLuxe).

BIGGER THAN LIFE-D-James Mason, Barbara Rush, Walter Matthau-Exploitable drama-95m.-see Aug. 8 issue Page 4198-(Color by DeLuxe)-(CinemaScope). (620)

BOTTOM OF THE BOTTLE, THE-MD-Van Johnson, Joseph Cotton, Ruth Roman-Names will have to carry sermon against drink-88m.-see Feb. 8 issue Page 4098-(Color by DeLuxe)-(CinemaScope). (602)

BUFFALO BILL-ACD-Joel McCrea, Maureen O'Hara, Linda Darnell-High rating reissue-92m.-see July 25 issue Page 4190. (662)

BUS STOP-C-Marilyn Monroe, Don Murray, Arthur O'Connell-Highly entertaining comedy is laaded with laughs, name value, and headed for top grosses-95m.-see Aug. 22 issue Page 4206-Leg.: B-(Color by DeLuxe)-(CinemaScope). (618)

CAROUSEL-MU-Gordon MacRae, Shirley Jones, Cameron Mitchell-High rating entertainment-128m.-see March 7 issue Page 4118-(Color by DeLuxe)-(CinemaScope). (604)

CRASH DIVE-MD-Tyrone Power, Anne Baxter, Dana Andrews-Sack service show reissue-105m.-see Aug. 8 issue Page 4198. (665)

D-DAY THE SIXTH OF JUNE-D-Robert Taylor, Richard Todd, Dona Wynter-Excellent love story with war background-106m.-see June 13 issue Page 4175-Leg.: B-(Color by DeLuxe)-(CinemaScope). (612)

DESPERADOS ARE IN TOWN, THE-W-Robert Arthur, Kathy Nolan, Rhys Williams-Okay western-73m.-see Nov. 28 issue Page 4258-(Regalscope). (626)

HALLS OF MONTEZUMA-AD-Richard Widmark, Jock Palance, Reginald Gardner-Better war film reissue-112m.-see Aug. 8 issue Page 4198. (664)

HILDA CRANE-D-Jean Simmons, Guy Madison, Jean Pierre Aumont, Judith Evelyn-Depends upon women's draw-87m.-see May 16 issue Page 4159-Leg.: B-(Technicolor)-(CinemaScope). (611)

KING AND I, THE-DMU-Deborah Kerr, Yul Brynner, Rita Moreno-Superlative screen treatment of hit musical-133m.-see July 11 issue Page 4186-(Color by DeLuxe)-(CinemaScope-55). (615)

LAST WAGON, THE-Richard Widmark, Felicia Farr, Susan Kohner-High rating adventure drama-99m.-see Sept. 5 issue Page 4216-(Color by DeLuxe)-(CinemaScope). (619)

LIEUTENANT WORE SKIRTS, THE-C-Tom Ewell, Sheree North, Rita Moreno-Highly amusing comedy-99m.-see Jan. 11 issue Page 4086-Leg.: B-(Color by DeLuxe)-(CinemaScope). (601)

LOVE ME TENDER-OMDMU-Richard Egan, Debra Paget, Elvis Presley-Presley name should make this a box-office winner-89m.-see Nov. 28 issue Page 4258-(CinemaScope)-Leg.: B. (624)

MAN IN THE GRAY FLANNEL SUIT, THE-D-Gregory Peck, Jennifer Jones, Fredric March, Marisa Pavan-High rating entry-152m.-see April 4 issue Page 4130-(Color by DeLuxe)-(CinemaScope). (606)

MAN WHO NEVER WAS, THE-MD-Clifton Webb, Gloria Grahame, Robert Fleming-Highly interesting suspense drama-103m.-see Feb. 22 issue Page 4111-(Color by DeLuxe)-(CinemaScope).

MASSACRE-MD-Dane Clark, James Craig, Marta Roth-Lower half filler-76m.-see June 13 issue Page 4175-(Anasco Color)-(Made in Mexico). (614)

MOHAWK-MD-Scott Brady, Rita Gam, Neville Brand-Okay programmer-79m.-see April 4 issue Page 4131-(Eastman Color). (609)

OKLAHOMA!-MU-Gordon MacRae, Shirley Jones, Gene Nelson-High rating entertainment-140m.-see Nov. 14 issue Page 4251-(Technicolor)-(CinemaScope)-(Magna). (630)

ON THE THRESHOLD OF SPACE-ACD-Guy Madison, Virginia Leith, John Hodiak-Authentic space research entry has angles to sell-96m.-see March 7 issue Page 4118-(Color by DeLuxe)-(CinemaScope). (605)

PROUD ONES, THE-OD-Robert Ryan, Virginia Mayo, Jeffrey Hunter-Well-made outdoor show packs plenty for action fans and western devotees-94m.-see May 30 issue Page 4167-(Color by DeLuxe)-(CinemaScope). (610)

QUEEN OF BABYLON, THE-COSMD-Rhonda Fleming, Ricardo Montalban, Roldano Lupl-Impart for exploitation and specialty spots-98m.-see Aug. 8 issue Page 4198-Leg.: B-(Technicolor)-(Italian-made)-(English dialogue). (616)

RAINS OF RANCHIPUR, THE-D-Lana Turner, Richard Burton, Fred MacMurray, Michael Rennie, Eugenie Leontovich-Well-made spectacle has names and angles-104m.-see Dec. 28 issue Page 4079-(Color by DeLuxe)-(CinemaScope). (529)

RAWHIDE-W-Tyrone Power, Susan Hayward, Hugh Marlowe-Reissue of well-made outdoor shaw has names to help-86m.-see July 25 issue Page 4191. (663)

REBECCA-D-Laurence Olivier, Joan Fontaine, George Sanders, Judith Anderson-Hitchcock version of mystery best-seller should da okay as reissue-129m.-see Sept. 5 issue Page 4216-(Selznick).

REVOLT OF MAMIE STOVER, THE-ROMD-Jane Russell, Richard Egan, Agnes Moorehead-Calarful drama has provocative theme and exploitale angles-92m.-see May 16 issue Page 4159-Leg.: B-(Color by DeLuxe)-(CinemaScope). (608)

STAGECOACH TO FURY-W-Forrest Tucker, Mari Blanchard, Wallace Ford-Good western far the duallers-76m.-see Oct. 17 issue Page 4238-(Regalscope).

TEENAGE REBEL-D-Ginger Rogers, Michael Rennie, Mildred Netwick-Interesting mother-daughter story should have family appeal-94m.-see Nov. 14 issue Page 4251-(CinemaScope)-Leg.: B. (622)

THIRD MAN, THE-MYMD-Joseph Cotten, Valli, Orson Welles-Reissue is excellent film of its type-104m.-see Oct. 31 issue Page 4243. (667)

23 PACES TO BAKER STREET-MYD-Van Johnson, Vera Miles, Cecil Parker-Good suspense entry should benefit from extra selling-103m.-see May 30 issue Page 4167-(Color by DeLuxe)-(CinemaScope)-(Made in England). (607)

TO BE REVIEWED OR IN PRODUCTION

ANASTASIA-Ingrid Bergman, Helen Hayes, Yul Brynner, Akim Tamiroff-(Color)-(CinemaScope)-(Made in Europe).

BEAUTIFUL BUT DANGEROUS-Gina Lollobrigida, Vittorio Gassman, Robert Alda, Anne Vernon-(EastmanColor)-(Made in Italy).

BLACK WHIP-Hugh Marlowe, Coleen Gray, Struther Martin-(CinemaScope)-Leg.: B.

BOY ON A DOLPHIN-Clifton Webb, Alan Ladd, Sophia Loren-(Color)-(CinemaScope 55)-(Made in Italy).

GIRL CAN'T HELP IT, THE-Tom Ewell, Joyne Mansfield, CinemaScope-(Color by DeLuxe)-Leg.: B.

HEAVEN KNOWS MR. ALLISON-Deborah Kerr, Robert Mitchum-(Color by DeLuxe)-(CinemaScope)-(Made in British West Indies).

ISLAND IN THE SUN-James Mason, Joan Fontaine, Dorothy Dandridge-(CinemaScope)-(DeLuxe Color).

MAN FROM ABILENE-Scott Brady, Mala Powers, Bill Williams.

OASIS-Michele Morgan, Cornell Borchers-(CinemaScope)-(Made in Europe).

OH, MEN! OH, WOMEN!-Dan Dailey, Ginger Rogers, David Niven-(CinemaScope)-(DeLuxe Color).

RIVER'S EDGE, THE-Ray Milland, Anthony Quinn, Debra Paget-(CinemaScope)-(DeLuxe Color)-Made in Mexico).

SEAWIFE-Richard Burton, Joan Collins-(Color)-(CinemaScope)-(Made in Jamaica).

THREE BRAVE MEN-Ray Milland, Ernest Borgnine, Diane Jergens-(CinemaScope).

TRUE STORY OF JESSE JAMES, THE-Robert Wagner, Jeffrey Hunter, Hope Lange-(Color)-(CinemaScope).

WOMEN OF PITCAIRN ISLAND-James Craig, John Smith, Lynn Bari, Arleen Whelan-(CinemaScope).

United Artists

ALEXANDER THE GREAT-BID-Richard Burton, Fredric March, Claire Bloom-Lavish spectacle has angles-141m.-see April 4 issue Page 4131-(Technicolor)-(CinemaScope)-(Rosen).

AMBASSADOR'S DAUGHTER, THE-C-Olivia de Havilland, John Forsythe, Myrna Loy, Adolph Menjau-Suave farce far the class spots-102m.-see July 25 issue Page 4191-(Technicolor)-(CinemaScope)-(Made in France)-(Krasna).

AROUND THE WORLD IN 80 DAYS-CMFD-David Niven, Cantinflas, Robert Newton, Shirley MacLaine-Fabulous entertainment-173m.-see Oct. 31 issue Page 4243-(Eastman Color; print by Technicolor)-(Todd-A-O).

ATTACK-D-Jack Palance, Eddie Albert, William Smithers-Powerful war film should stimulate favorable word of mauth and turnstile activity-107m.-see Sept. 5 issue Page 4217-(Aldrich).

BANDIDO-MD-Robert Mitchum, Ursula Thiess, Gilbert Roland, Zachary Scott-Large scale action film of Mexican revolution-92m.-see Aug. 22 issue Page 4206-Leg.: B-(Color by DeLuxe)-(CinemaScope)-(Made in Mexico)-(Jacks).

BEAST OF HOLLOW MOUNTAIN, THE-MD-Guy Madison, Patricia Medina, Eduardo Noriega-Outdoor offering lends itself to exploitation-79m.-see Aug. 22 issue Page 4206-(Color by DeLuxe)-(CinemaScope)-(Made in Mexico)-(Nassour).

BLACK SLEEP, THE-MD-Basil Rathbone, Akim Tamiroff, Lon Choney-Horror entry has exploitation possibilities-81m.-see June 13 issue Page 4175-(Bel-Air).

BOSS, THE-MD-John Payne, William Bishop, Gloria McGhee-Interesting program entry-89m.-see Sept. 5 issue Page 4217-(Seltzer).

BRASS LEGEND, THE-W-Hugh O'Brien, Nancy Gates, Raymond Burr-Far the lower half-79m.-see Dec. 12 issue Page 4262-(Goldstein).

BROKEN STAR, THE-W-Howard Duff, Lita Baron, Bill Williams-Okay western far program-82m.-see Feb. 22 issue Page 4112-(Bel-Air).

COMANCHE-OD-Dana Andrews, Kent Smith, Lindo Cristal-Indian-cavalry saga will please action fans-88m.-see March 21 issue Page 4122-(Color by DeLuxe)-(CinemaScope)-(Krueger).

CREeping UNKNOWN, THE-SFD-Brian Donlevy, Margia Dean, Jack Warner-Lower half entry-78m.-see June 27 issue Page 4182-(English-made)-(Hinds).

CRIME AGAINST JOE-MYMD-John Bromfield, Julie London-Satisfactory mystery far the lower half-69m.-see March 21 issue Page 4123-(Bel Air).

EMERGENCY HOSPITAL-D-Margaret Lindsay, Walter Reed, Byron Palmer-Effective programmer-62m.-see April 18 issue Page 4135-(Bel-Air).

FLIGHT TO HONG KONG-MD-Rory Calhoun, Barbara Rush, Dolores Donlon-Far the lower half-88m.-see Oct. 3 issue Page 4234-Leg.: B-(Sabre).

FOREIGN INTRIGUE-ACD-Robert Mitchum, Genevieve Page-Well made action entry has good boxoffice potential-100m.-see May 16 issue Page 4168-(Eastman Color)-(Made in Europe)-(DRM).

GHOST TOWN-W-Kent Taylor, John Smith, Marlan Carr-Far the lower half-75m.-see Dec. 28 issue Page 4079-(Sunrise).

GUN BROTHERS-MD-Buster Crabbe, Ann Robinson, Neville Brand-Western meller far the lower half-79m.-see Sept. 5 issue Page 4217-(Grant).

GUN THE MAN DOWN-W-James Arness, Angie Dickinson, Robert Wilke-Far the lower half-78m.-see Nov. 28 issue Page 4258-(Morrison-McLaglen).

HIGH NOON-W-Gary Cooper, Thomas Mitchell, Grace Kelly-Names will help reissue-87m.-see June 13 issue Page 4175-(Kramer).

HOT CARS-MD-John Bromfield, Joi Lansing, Mark Dana-Lower half filler-60m.-see Aug. 22 issue Page 4206-Leg.: B-(Bel-Air).

HUKI—MD—George Montgomery, Mona Freeman, John Baer—Okay action film—84m.—see Aug. 8 issue Page 4199—(Eastman Color)—(Made In The Philippines)—(Collier Young).

INDIAN FIGHTER, THE—OMD—Kirk Douglas, Elsa Martinelli—Action packed entry should do okay—88m.—see Dec. 28 issue Page 4079—Leg.: B—(Print by Technicolor)—(CinemaScope)—(Bryna).

JOHNNY CONCHO—OD—Frank Sinatra, Keenan Wynn, Phyllis Kirk—Off-beat western should benefit from Sinatra name—84m.—see July 11 issue Page 4186—(Kent).

KILLER IS LOOSE, THE—MD—Joseph Cotten, Rhonda Fleming, Wendell Corey—Gaad programmer has names to help—73m.—see Feb. 8 issue Page 4099—(Crown).

KILLING, THE—MD—Sterling Hayden, Coleen Gray, Marie Winsor—Tightly constructed crime story has interesting documentary flavor—83m.—see May 30 issue Page 4168—Leg.: B—(Harris-Kubrick).

KISS BEFORE DYING, A—MD—Robert Wagner, Jeffrey Hunter, Virginia Leith—Melodrama has shack value for adult audiences—94m.—see June 13 issue Page 4175—Leg.: B—(Color by Deluxe)—(CinemaScope)—(Crown).

LET'S MAKE UP—MU—Errol Flynn, Anna Neagle, David Farrar—Confused musical romance may benefit from Flynn name—72m.—see Jan. 25 issue Page 4091—(Eastman Color)—(English-made)—(Wilcox).

MAN FROM DEL RIO—W—Anthony Quinn, Katy Jurado, Peter Whitney—Well conceived western should please wide variety of patrons—82m.—see Oct. 17 issue—Page 4239—(Jacks).

MAN WITH THE GOLDEN ARM, THE—D—Frank Sinatra, Eleanor Parker, Kim Novak—Off-beat drama on narcotics theme is packed with power—119m.—see Dec. 28 issue Page 4079—Leg.: B—(Preminger).

MANFISH—MD—John Bromfield, Lon Chaney, Jr., Victor Jory—Fair lower half entry—76m.—see Feb. 22 issue Page 4112—(Leg.: B—(Color by Deluxe)—(Wilder).

NIGHTMARE—MYMD—Edward G. Robinson, Kevin McCarthy, Connie Russell—Satisfactory program entry—89m.—see May 30 issue Page 4168—Leg.: B—(Pine-Thomas).

PATTERNS—D—Van Heflin, Everett Slaane, Ed Begley, Beatrice Straight—Absorbing drama of corporate intrigue will appeal most to class audiences—83m.—see March 21 issue Page 4123—(Harris-Meyerberg).

PEACEMAKER, THE—W—James Mitchell, Rosemarie Bowe, Jan Merlin—Religious western far duallers, small towns—81m.—see Nov. 14 issue Page 4251—(Makelim).

QUINCANNON, FRONTIER SCOUT—OMD—Tony Martin, Peggie Castle, John Bromfield—Average programmer has some angles—83m.—see May 2 issue Page 4151—(Color by Deluxe)—(Bel-Air).

REBEL IN TOWN—OD—John Payne, Ruth Roman, J. Carroll Naish—Okay off-beat entry for the program—78m.—see July 11 issue Page 4186—(Bel-Air).

RUN FOR THE SUN—MD—Richard Widmark, Trevor Howard, Jane Greer—Program meller—98m.—see Aug. 8 issue Page 4199—(Technicolor)—(Superscope 235)—(Made in Mexico)—(Russ-Field).

RUNNING TARGET—OD—Doris Dowling, Arthur Franz, Richard Reeves—Far the lower half—83m.—see Nov. 28 issue Page 4259—(DeLuxe Color)—(Canyon).

SHADOW OF FEAR—D—Mona Freeman, Jean Kent, Maxwell Reed—Okay programmer—76m.—see June 13 issue Page 4176—(English-made)—(Leeds).

SHARKFIGHTERS, THE—D—Victor Mature, Karen Steele, Philip Coolidge—Okay programmer holds interest—73m.—see Oct. 31 issue Page 4244—(CinemaScope; Technicolor)—(Samuel Goldwyn, Jr.).

SINS OF THE BORGSIAS—HISD—Martine Carol, Pedro Armendariz—Best suited for exploitation spots—97m.—see May 16 issue Page 4160—Leg.: C—(Technicolor)—(Frenchmade)—(Dubbed in English)—(Aldart).

STAR OF INDIA—COSMD—Cornel Wilde, Jean Wallace—Fair programmer has some angles—84m.—see May 16 issue Page 4159—(Technicolor)—(Made in Europe)—(Stross).

STORM FEAR—MD—Cornel Wilde, Dan Duryea, Jean Wallace—Okay programmer—88m.—see Dec. 28 issue Page 4080—(Theodora).

THREE BAD SISTERS—D—Marla English, Kathleen Hughes, Sara Shane, John Bromfield—For the lower half—76m.—see Jan. 25 issue Page 4091—Leg.: B—(Bel-Air).

TIMETABLE—MD—Mark Stevens, Felicia Farr, King Calder—Well made, interesting meller—82m.—see Feb. 8 issue Page 4099—(Stevens).

TRAPEZE—D—Burt Lancaster, Gina Lollobrigida, Tony Curtis—High Rating entry—105m.—see May 30 issue Page 4168—Leg.: B—(Color by Deluxe)—(CinemaScope)—(Made in Europe)—(Hecht-Lancaster).

UNIDENTIFIED FLYING OBJECTS—DOC—Interesting and exploitable documentary—92m.—see May 16 issue Page 4160—(Black and white with some color sequences)—(Greene).

WILD PARTY, THE—D—Anthony Quinn, Carol Ohmart, Arthur Franz—Off-beat entry for art, specialty and exploitation houses—81m.—see Dec. 12 issue Page 4263—Leg.: B—(Security).

TO BE REVIEWED OR IN PRODUCTION

BACHELOR PARTY, THE—Don Murray, E. G. Marshall, Carolyn Jones—(Hecht-Lancaster).

BIG BOODLE, THE—Errol Flynn, Rosanna Rory—(Made in Cuba)—(Blumberg).

BIG CAPER, THE—Rory Calhoun, Mary Costa—(Pine-Thomas).

BUCKSKIN LADY, THE—Patricia Medina, Richard Denning, Gerald Mohr—(Bishop-Hittleman).

CRIME OF PASSION—Barbara Stanwyck, Sterling Hayden—(Goldstein).

DANCE WITH ME HENRY—Bud Abbott, Lou Costello—(B. G.).

DRANGO—Jeff Chandler, Joanne Dru—(Earlmar).

ENEMY FROM SPACE—Brian Donlevy, Sidney James, John Longden—(Hinds).

FIVE STEPS TO DANGER—Ruth Roman, Sterling Hayden—(Grand).

FOUR BOYS AND A GUN—William Hinnant, Diana Herbert—(Security)—Leg.: B.

GIRL IN THE BLACK STOCKINGS, THE—Lex Barker, Anne Bancroft, Mamie Van Doren—(Bel-Air).

HALLIDAY BRAND, THE—Joseph Cotton, Viveca Lindfors, Betsy Blair—(Collier Young).

HIDDEN FEAR—John Payne, Conrad Nagel, Natalie Norwick—(Made in Denmark)—(St. Aubrey-Kohn).

HIS FATHER'S GUN—Dane Clark, Ben Cooper, Lori Nelson—(Bel-Air).

JUNGLE HEAT—Lex Barker, Mari Blanchard—(Made in Hawaii)—(Bel-Air).

KING AND FOUR QUEENS, THE—Clark Gable, Eleanor Parker—(Color by DeLuxe)—(CinemaScope)—(Russ-Field).

LADY OF VENGEANCE—Dennis O'Keefe—(Balaban)—(English-made).

MEN IN WAR—Robert Ryan, Aldo Ray—(Security).

MONSTER THAT CHALLENGED THE WORLD, THE—Tim Holt, Audrey Dalton, Hans Conreid—(Levy-Gardner-Laven).

MONTE CARLO STORY, THE—Marlene Dietrich, Vittorio De Sica, Arthur O'Connell—(Technicolor)—(Anamorphoscope)—(Made in Monaco)—(Titanus).

PHARAOH'S CURSE—Mark Dana, Ziva Shapir, Diane Brewster—(Bel Air).

PISTOLERO—Jack Palance—(Philip Waxman).

PRIDE AND THE PASSION, THE—Cary Grant, Frank Sinatra, Sophia Loren—(Technicolor)—(VistaVision)—(Made in Spain)—(Kramer).

REVOLT AT FORT LARAMIE—John Dehner, Frances Helm, Gregg Palmer—(CinemaScope)—(Technicolor)—(Bel-Air).

RIDE BACK, THE—Anthony Quinn, Lita Milan—(Associates & Aldrich).

SAVAGE PRINCESS—Dilip Kumar, Nimmi—(Indian-made)—(Print by Technicolor)—(Mehboob).

SPRING REUNION—Dana Andrews, Betty Hutton—(Bryna).

STREET OF SINNERS—George Montgomery, Geraldine Brooks—(Security).

SWEET SMELL OF SUCCESS, THE—Burt Lancaster, Tony Curtis, Susan Harrison—(Hecht-Lancaster).

TIGER BY THE TAIL—Larry Parks, Constance Smith—(Canyon).

TO A SHOWDOWN—John Derek, John Smith, Carolyn Craig—(Goldstein).

TOMAHAWK TRAIL—Chuck Connors, Susan Cummings, John Smith—(Bel Air).

TRIAL OF BENJIE GALT, THE—Sterling Hayden, Darryl Hickman, Peter Miller—(Grand).

TROOPER HOOK—Joel McCrea, Barbara Stanwyck—(Fielding).

12 ANGRY MEN—Henry Fonda, Lee J. Cobb—(Orion-Nova).

VOODOO ISLAND—Boris Karloff, Beverly Tyler, Murvyn Vye—(Bel-Air)—(Made in Hawaii).

WAR DRUMS—Lex Barker, Joan Tyler, Ben Johnson—(Color)—(Bel Air).

Universal-International

(1954-55 releases from 501;
1955-56 releases from 5601;
1956-57 releases from 5701)

AWAY ALL BOATS—MD—Jeff Chandler, George Nader, Julie Adams, Lex Barker—Bestseller filmization should hit the spot—114m.—see May 16 issue Page 4160—(Technicolor)—(VistaVision). (5626)

BACKLASH—OD—Richard Widmark, Donna Reed, William Campbell—Names will help outdoor drama—82m.—see March 7 issue Page 4119—(Technicolor). (5616)

BEHIND THE HIGH WALL—MD—Tom Tully, Sylvia Sydney, Betty Lynn—Different prison yarn for program—85m.—see June 13 issue Page 4176. (5629)

BENNY GOODMAN STORY, THE—BIDMU—Steve Allen, Donna Reed—Highly entertaining musical—116m.—see Dec. 28 issue Page 4080—(Technicolor). (5611)

CONGO CROSSING—MD—Virginia Mayo, George Nader, Peter Lorre—Actionful programmer—85m.—see June 13 issue Page 4176—(Technicolor). (5623)

CREATURE WALKS AMONG US, THE—MD—Jeff Morrow, Rex Reason, Leigh Snowden—Okay addition to the series—78m.—see March 21 issue Page 4123. (5617)

CURUCU, BEAST OF THE AMAZON—MD—John Bromfield, Beverly Garland, Tom Payne—Exploitation programmer—76m.—see Nov. 14 issue Page 4251—(Eastman Color)—(Filmed in Brazil)—Leg.: B. (5703)

DAY OF FURY, A—W—Dale Robertson, Mara Corday, Jock Mahoney—Fair western—78m.—see May 2 issue Page 4151—(Print by Technicolor). (5619)

EDGE OF HELL—D—Hugo Haas, Francesca De Scaffa—For the lower half or the art and specialty spots—78m.—see July 25 issue Page 4191. (5633)

EVERYTHING BUT THE TRUTH—C—Maureen O'Hara, John Forsythe, Tim Hovey—Pleasant family divertimento—83m.—see Nov. 14 issue Page 4251—(Eastman Color). (5704)

FOUR GIRLS IN TOWN—CD—George Nader, Julie Adams, Marianne Cook—Interesting programmer—85m.—see Dec. 12 issue Page 4263—(Technicolor)—(CinemaScope)—Leg.: B. (5706)

FRANCIS IN THE HAUNTED HOUSE—C—Mickey Rooney, Virginia Welles, Paul Cavanagh—Okay series entry—80m.—see July 25 issue Page 4191. (5625)

GREAT MAN, THE—D—Jose Ferrer, Dean Jagger, Julie London—Highly interesting drama—92m.—see Nov. 28 issue Page 4259. (5708)

I'VE LIVED BEFORE—D—Jock Mahoney, Leigh Snowden, Ann Harding—For the lower half—82m.—see July 25 issue Page 4191. (5632)

KANSAS RAIDERS—W—Audie Murphy, Brian Donlevy, Marguerite Chapman—Reissue of outdoor action shaw should do okay—80m.—see May 16 issue Page 4160—(Technicolor). (5688)

KETTLES IN THE OZARKS, THE—C—Marjorie Main, Arthur Hunnicutt, Una Merkel—Latest series offering will please fans—81m.—see March 7 issue Page 4119. (5615)

KILLERS, THE—MD—Burt Lancaster, Ava Gardner, Edmond O'Brien—Reissue has the angles—101m.—see Sept. 19 issue Page 4227. (5781)

LARCENY—MD—John Payne, Joan Caulfield, Dan Duryea, Shelley Winters—Gaad meller reissue—89m.—see July 25 issue Page 4192. (5685)

LIGHT TOUCH, THE—See Touch and Go

MOLE PEOPLE, THE—SFMD—John Agar, Cynthia Patrick, Hugh Beaumont—Exploitation programmer—78m.—see Nov. 14 issue Page 4252. (5702)

NEVER SAY GOODBYE—ROMD—Rock Hudson, Cornell Borchers, George Sanders—Will find favor with the femmes—86m.—see Feb. 22 issue Page 4112—(Print by Technicolor). (5613)

OUTSIDE THE LAW—MD—Ray Danton, Leigh Snowden, Grant Williams—Okay programmer—80m.—see April 18 issue Page 4136. (5621)

PILLARS OF THE SKY—MD—Jeff Chandler, Dorothy Malone, Ward Bond—Cavalry versus Indians has angles and possibilities—95m.—see Aug. 8 issue Page 4199—(Print by Technicolor)—(CinemaScope). (5630)

PRICE OF FEAR, THE—MD—Merle Oberon, Lex Barker—Average meller—79m.—see March 21 issue Page 4123. (5618)

RAW EDGE—W—Rory Calhoun, Yvonne de Carlo, Mara Corday, Rex Reason—Okay western—76m.—see July 25 issue Page 4192—Leg.: B—(Print by Technicolor). (5628)

RAWHIDE YEARS, THE—OMD—Tany Curtis, Coleen Miller, Arthur Kennedy—Action entry entertains—85m.—see May 30 issue Page 4169—(Print by Technicolor). (5622)

RED SUNDOWN—W—Rory Calhoun, Martha Hyer, Dean Jagger—Gaad western—81m.—see Feb. 22 issue—Page 4112—(Print by Technicolor). (5614)

ROCK, PRETTY BABY—DMU—Sal Mineo, John Saron, Luana Patten—Juveniles should be real "gane" on this one—89m.—see Nov. 28 issue Page 4259—Leg.: B. (5707)

SHAKEDOWN—MD—Howard Duff, Brian Donlevy, Peggy Dow—Meller reissue has names to help—80m.—see July 25 issue Page 4192. (5686)

SHOWDOWN AT ABILENE—W—Jock Mahoney, Martha Hyer, Lyle Bettger—Good western—80m.—see Aug. 22 issue Page 4206—Leg.: B—(Print by Technicolor). (5631)

SIMON AND LAURA—C—Peter Finch, Kay Kendall—For the art and specialty spots and some programs—91m.—see July 11 issue Page 4186—Leg.: B—(Color by Technicolor)—(VistaVision)—(English-made). (5682)

SLEEPING CITY, THE—MD—Richard Conte, Colleen Gray, Richard Taber—Reissue is good meller—84m.—see Sept. 19 issue Page 4227. (5782)

STAR IN THE DUST—W—John Agar, Mamie VanDoren, Richard Boone—Good western—80m.—see May 16 issue Page 4160—(Print by Technicolor). (5620)

TAP ROOTS—D—Van Heflin, Susan Hayward, Boris Karloff—Names should help reissue—109m.—see May 16 issue Page 4161—(Technicolor). (5687)

TARANTULA—MD—John Agar, Mara Corday, Leo G. Carroll—Goad horror exploitation item—80m.—see Nov. 16 issue Page 4063. (5605)

THERE'S ALWAYS TOMORROW—D—Barbara Stanwyck, Fred MacMurray, Joan Bennett—Drama has names, angles to help—84m.—see Jan. 25 issue Page 4091. (5610)

TOUCH AND GO (The Light Touch)—CD—Jack Hawkins, Margaret Johnston—Superior import—85m.—see April 18 issue Page 4136—(English-made). (5681)

TOY TIGER—C—Jeff Chandler, Laraine Day, Tim Hovey—Amusing comedy for family trade—88m.—see May 2 issue Page 4151—(Print by Technicolor). (5624)

UNGUARDED MOMENT, THE—D—Esther Williams, George Nader, Edward Andrews—Interesting suspense drama—95m.—see Sept. 5 issue Page 4217—(Print by Technicolor). (5701)

WALK THE PROUD LAND—W—Audie Murphy, Anne Bancroft, Pat Crowley—Interesting entry—88m.—see July 25 issue Page 4192—(Print by Technicolor)—(CinemaScope). (5627)

WORLD IN MY CORNER—D—Audie Murphy, Barbara Rush, Jeff Morrow—Satisfactory fight drama should please action fans—82m.—see Feb. 8 issue Page 4099. (5612)

WRITTEN ON THE WIND—D—Rock Hudson, Lauren Bacall, Robert Stack—Entry for adults has lots of selling angles—99m.—see Oct. 3 issue Page 4234—(Technicolor). (5705)

TO BE REVIEWED OR IN PRODUCTION

BATTLE HYMN—Rock Hudson, Dan Duryea, Martha Hyer—(Technicolor)—(CinemaScope). (5712)

DEADLY MANTIS, THE—Craig Stevens, Alix Talton.

EYES OF FATHER TOMASINO—Tony Curtis, Gilbert Roland—Marisa Pavan—(CinemaScope).

GUN FOR A COWARD—Fred MacMurray, Jeffrey Hunter, Janice Rule—(CinemaScope)—(Eastman Color). (5711)

INCREDIBLE SHRINKING MAN—Grant Williams, Randy Stuart. (5715)

INTERLUDE—June Allyson, Rossano Brazzi—(CinemaScope)—(Technicolor)—(Made in Germany).

ISTANBUL—Errol Flynn, Cornell Borchers—(Technicolor)—(CinemaScope). (5709)

JOE BUTTERFLY—Audie Murphy, George Nader, Burgess Meredith, Keenan Wynn—(Technicolor)—(CinemaScope)—(Made in Japan).

JOE DAKOTA—Jock Mahoney, Luana Patten—(Color).

KELLY AND ME—Van Johnson, Piper Laurie—(Technicolor)—(CinemaScope). (5714)

LAND UNKNOWN, THE—Jock Mahoney, Shawn Smith—(CinemaScope).

MAN AFRAID—George Nader, Tim Hovey, Phyllis Thaxter—(CinemaScope).

MAN OF A THOUSAND FACES, THE—James Cagney, Dorothy Malone, Jane Greer—(CinemaScope).

MISTER CORY—Tony Curtis, Martha Hyer—(Eastman Color)—(CinemaScope). (5713)

NIGHT PASSAGE—James Stewart, Audie Murphy, Dan Duryea, Dianne Foster—(Technirama).
 NIGHT RUNNER, THE—Ray Danton, Colleen Miller, Merry Anders. (5710)
 PAY THE DEVIL—Jeff Chandler, Orson Welles, Colleen Miller—(CinemaScope).
 QUANTEZ—Fred MacMurray, Dorothy Malone—(Technicolor)—(CinemaScope).
 TAMMY—Debbie Reynolds, Leslie Nielsen—(Technicolor)—(CinemaScope).
 TATTERED DRESS, THE—Jeff Chandler, Jeanne Crain, Jack Carson, Elaine Stewart—(CinemaScope). (5716)

Warners

(1955-56 releases from 501;
 1956-57 releases from 601)

AMAZON TRADER, THE—OD—John Sutton, Maria Fernanda—Interesting addition to the program—41m.—see Sept. 5 issue Page 4220—(WarnerColor). (4910)
 ANIMAL WORLD, THE—DOC—Irwin Allen nature documentary—Interesting novelty—82m.—see April 18 issue Page 4136—(Technicolor). (520)
 AS LONG AS YOU'RE NEAR ME—D—O. W. Fischer, Maria Schell, Brigitte Horney—Slow moving import will appeal most to women—101m.—see June 27 issue—Page 4182—(German-made)—(Dubbed in English). (519)
 BABY DOLL—CD—Karl Malden, Carroll Baker, Eli Wallach—Off-beat adult drama is best for sophisticated metropolitan spots—114m.—see Dec. 12 issue Page 4263—Leg.: C. (607)
 BAD SEED, THE—D—Nancy Kelly, Patty McCormack, Henry Jones—Superior off-beat drama far discriminating audiences—129m.—see Sept. 5 issue Page 4199. (603)
 BURNING HILLS, THE—W—Tab Hunter, Natalie Wood, Skip Homeier—Good outdoor action meller—92m.—see Sept. 5 issue Page 4200—(WarnerColor)—(CinemaScope). (601)
 CRY IN THE NIGHT, A—MD—Edmond O'Brien, Brian Donlevy, Natalie Wood—Average meller for the duallers 75m.—see Sept. 5 issue Page 4220 (602)
 DALLAS—W—Gary Cooper, Ruth Raman, Steve Cochran—Good western reissue—94m.—see May 30 issue Page 4169. (522)
 DISTANT DRUMS—MD—Gary Cooper, Mari Aldon—Reissue should do okay—101m.—see May 30 issue—Page 4169. (523)
 GIANT—D—Elizabeth Taylor, Rock Hudson, James Dean—This is a giant of a picture—198m.—see Oct. 17 issue Page 4239—(WarnerColor). (606)
 GIRL HE LEFT BEHIND, THE—CD—Tab Hunter, Natalie Wood, Jessie Royce Landis—Highly amusing entry—103m.—see Nov. 14 issue Page 4252—Leg.: B. (605)
 GOODBYE, MY LADY—Walter Brennan, Phil Harris, Brandon de Wilde—Heartwarming tales for the family trade—95m.—see May 2 issue Page 4152. (517)
 HELEN OF TROY—COSMD—Rosanna Podesta, Jack Sernas, Sir Cedric Hradwicke—Spectacle will need plenty of selling—115m.—see Dec. 28 issue Page 4080—(WarnerColor)—(CinemaScope)—(Made in Italy). (510)
 HELL ON FRISCO BAY—MD—Alan Ladd, Edward G. Robinson, Joanne Dru—Entry has action and names to help—98m.—see Dec. 28 issue Page 4081—(WarnerColor)—(CinemaScope). (509)
 LIFE OF EMILE ZOLA, THE—D—Paul Muni, Gale Sondergaard, Joseph Schildkraut—Names should help class reissue—116m.—see Jan. 11 issue Page 4087. (550)
 LONE RANGER, THE—W—Clayton Moore, Jay Silverheels, Bonita Granville—Well-made action entry has angles—86m.—see Jan. 11 issue Page 4087—(WarnerColor). (511)
 MIRACLE IN THE RAIN—D—Jane Wyman, Van Johnson, Peggie Castle—Heart touching drama for femmes—107m.—see Feb. 8 issue Page 4099. (512)
 MOBY DICK—D—Gregory Peck, Richard Basehart, Leo Genn—Filmization of famous literary work is impressive and has great potential—116m.—see July 11 issue Page 4187—(Color by Technicolor)—(Made in England). (521)
 OUR MISS BROOKS—C—Eve Arden, Gale Gordon—Mediocre screen treatment of TV series—85m.—see Feb. 22 issue Page 4112. (515)
 RIVER CHANGES, THE—MD—Rosanna Rory, Harald Maresch—Off-beat import for art spots or regulation playoff—91m.—see Feb. 22 issue Page 4113—(Made in Germany)—(Dubbed in English). (513)
 SANTIAGO—AD—Alan Ladd, Rosanna Podesta, Lloyd Nolan—Action spots should welcome new Ladd entry—93m.—see June 27 issue Page 4182—(WarnerColor). (524)
 SATELLITE IN THE SKY—SFD—Kieron Moore, Lois Maxwell, Donald Wolfitt—Science-fiction entry has angles—85m.—see June 27 issue Page 4182—(WarnerColor)—(CinemaScope). (525)
 SEARCHERS, THE—OD—John Wayne, Jeffrey Hunter, Vera Miles—Okay, big-scale western—119m.—see March 21 issue Page 4124—(Technicolor)—(VistaVision). (518)
 SERENADE—DMU—Mario Lanza, Joan Fontaine, Vincent Price—High class musical drama should click in all spots—122m.—see March 21 issue Page 4123—(WarnerColor). (516)
 SEVEN MEN FROM NOW—W—Randolph Scott, Gail Russell, Lee Marvin—Good western for program—78m.—see July 25 issue Page 4192—(WarnerColor). (526)
 STEEL JUNGLE, THE—MD—Perry Lopez, Beverly Garland, Walter Abel—Okay prison action film for duallers—86m.—see March 7 issue Page 4119. (514)
 TOWARD THE UNKNOWN—AD—William Holden, Lloyd Nolan, Virginia Leith—Well made and timely offering should register strongly at boxoffice—115m.—see Oct. 3 issue Page 4234—(WarnerColor). (604)

TO BE REVIEWED OR IN PRODUCTION

BLACK SCORPION—Richard Denning, Mara Corday—(Mexican-made).
 BUFFALO GRASS—Alan Ladd, Virginia Mayo, Edmond O'Brien—(WarnerColor).
 FACE IN THE CROWD, A—Andy Griffith, Patricia Neal.

LAFAYETTE ESCADRILLE—Tab Hunter, Etchika Choureau, J. Carroll Naish.
 MELVILLE GOODWIN, U. S. A.—Susan Hayward, Kirk Douglas, Paul Stewart.
 OLD MAN AND THE SEA, THE—Spencer Tracy—(Warner Color)—(CinemaScope)—(Made in Cuba).
 PAJAMA GAME, THE—Doris Day, John Raitt, Carol Haney—(WarnerColor).
 SHOOT OUT AT MEDICINE BEND—Randolph Scott, James Craig, Dani Crayne.
 SLEEPING PRINCE, THE—Marilyn Monroe, Laurence Olivier, Dame Sybil Thorndyke—(Technicolor)—(Made in England).
 SPIRIT OF ST. LOUIS, THE—James Stewart—(Warner Color)—(CinemaScope).
 STORY OF MANKIND, THE—Ronald Colman, Hedy Lamarr, Charles Coburn.
 TOP SECRET AFFAIR—Susan Hayward, Kirk Douglas, Paul Stewart.
 WRONG MAN, THE—Henry Fonda, Vera Miles.

Miscellaneous

(Distributors' addresses will be furnished on request)
 BAGDAD AFTER MIDNIGHT—BUR—Far exploitation, burlesque spots—60m.—see Oct. 31 issue Page 4245—(Sonney).
 BRIDE OF THE MONSTER—MD—Bela Lugosi—Mediocre lower half filler—67m.—see Feb. 8 issue Page 4102—(Realart).
 CODE OF THE UNDERWORLD—MD—John Heath, Neil Hamilton, Esther Minciotti—Mediocre lower half filler—68m.—see April 18 issue Page 4137—(M. C. Pictures).
 CROWDED PARADISE—D—Hume Cronyn, Nancy Kelly—Well-made drama—94m.—see July 25 issue Page 4194—(Filmed in Puerto Rico)—(Tudor).
 DANCE HALL RACKET—MD—Produced by George Weiss; directed by Phil Tucker—For the lower half of indiscriminating exploitation spots—62m.—see Oct. 3 issue Page 4235—(Weiss).
 DEMENTIA—MD—Adrienne Barrett, Bruno Ve Sota—Exploitation entry, suited for particular situations only—55m.—see Jan. 25 issue Page 4092—(Van Wolf-AP).
 FLESH MERCHANT, THE—MD—Fast buck stuff for exploitation spots—59m.—see Sept. 19 issue Page 4227—(Sonney).
 GODZILLA, KING OF THE MONSTERS—MD—Raymond Burr—Good exploitation item—80m.—see May 16 issue Page 4161—(Partly Japanese-made)—(English narration and dialogue)—(Embassy).
 ISLAND OF ALLAH—DOC—Interesting documentary-type drama—61m.—see July 25 issue Page 4194—(Color)—(Filmed in Arabia)—(Brenner).
 KENTUCKY RIFLE—W—Chill Wills, Lance Fuller, Cathy Downs—Average western has angles—82m.—see Aug. 8 issue Page 4201—(Pathe Color)—(Wide Screen)—(Howco).
 LIVING NORTH, THE—DOC—Fine documentary drama for audiences of all ages—74m.—see Feb. 8 issue Page 4102—(Made in Lapland)—(Arlan).
 LOVE ME MADLY—CNOV—Marilyn Waltz, Lynn Craig—"Fast buck" compilation—60m.—see Dec. 26 issue—(Partly in color)—(McCarthy).
 MOBS, INC.—MD—Reed Hadley, Marjorie Reynolds—Routine programmer—78½m.—see March 21 issue Page 4125—(Premier).
 OKLAHOMA!—MU—Gordon MacRae, Shirley Jones, Charlotte Greenwood—High rating entertainment—143m.—see Oct. 19 issue Page 4051—Leg.: B—(Eastman Color)—(Todd-AO)—(Magna-Todd-AO).
 ONE WAY TICKET TO HELL—MD—Fair exploitable programmer an dope use for action houses—65m.—see Dec. 28 issue Page 4081—(Eden).
 SILENT FEAR—D—Andrea King—Lower half entry—66m.—see Feb. 8 issue Page 4103—(Gibraltar).
 SPELL OF THE HYPNOTIST—MD—Eric Fleming, Nancy Malone—Lower half programmer has exploitation angles—78m.—see Sept. 5 issue Page 4221—(Exploitation Productions).
 SWAMP WOMEN—MD—Marie Windsor, Touch Connors, Beverly Garland—Strictly for the exploitation spots—72m.—see April 18 issue Page 4137—(Pathe Color)—(Wide Vision)—(Woolner).
 UNTAMED MISTRESS—NOV—Lower half exploitation subject—70m.—see Oct. 31 issue Page 4245—(Color)—(Ron Armond Ent.).
 VIOLENT YEARS, THE—MD—Jean Moorehead, Barbara Weeks, Glen Corbett—Lower half fare for exploitation spots—61m.—see Oct. 17 issue Page 4239—(Phoenix).
 WALK THE DARK STREET—MD—Chuck Connors, Don Ross, Regina Gleason—Routine lower half entry—74m.—see Oct. 31 issue Page 4245—(Dominant).
 WETBACKS—MD—Lloyd Bridges, Nancy Gates, Barton MacLane—Bottom half entry—88m.—see Oct. 31 issue Page 4246—(Color)—(Gibraltar).
 WIRETAPPER—MD—Bill Williams—Programmer has better angles for some spots—80m.—see Feb. 8 issue Page 4103—(Embassy).

English Films

(Distributors' addresses will be furnished on request)
 ANGEL WHO PAWNEED HER HARP, THE—FAN—Felix Aylmer, Diane Cilento—Entertaining entry—73m.—see Feb. 8 issue Page 4100—(Dominant).
 BLACK RIDER, THE—MD—Lower half filler—66m.—see June 13 issue Page 4176—(National Telefilm).
 FIRE MAIDENS OF OUTER SPACE—SFD—Anthony Dexter, Susan Shaw, Paul Carpenter—For lower half of exploitation spots only—68m.—see June 27 issue Page 4183—(English-made)—(Saturn).

FORBIDDEN CARGO—MD—Satisfactory programmer—83m.—see June 13 issue Page 4176—(Jacon).
 HIS EXCELLENCY—D—Eric Portman, Cecil Parker—Okay drama for the art houses—84m.—see Feb. 22 issue Page 4113—(Brenner).
 IS YOUR HONEYMOON REALLY NECESSARY—C—Diana Dors—Pleasing bedroom farce—70m.—see Oct. 31 issue Page 4244—(English-made)—(Brenner).
 KID FOR TWO FARTHINGS, A—D—Diana Dors—Good entry for art spots—91m.—see May 16 issue Page 4161—(Technicolor)—(Lopert).
 RICHARD III—D—Sir Laurence Olivier, Sir John Gielgud, Claire Bloom, Sir Ralph Richardson, Sir Cedric Hardwicke—High rating entry for art and specialty spots—155m.—see March 21 issue Page 4124—(Technicolor)—(VistaVision)—(Lopert).
 THEY WHO DARE—MD—Dirk Bogarde, Akim Tamiroff—Interesting war entry—101m.—see Jan. 25 issue Page 4092—(Technicolor)—(Famaus).

Foreign-Made

(Distributors' addresses will be furnished on request)
 ALONE IN THE STREETS—D—Exploitable quality entry for the art spots—80m.—see Feb. 8 issue Page 4100—(Italian-made)—(English titles)—(Carroll).
 BORIS GODUNOV—OPD—Operatic Import for art and specialty houses—108m.—see Feb. 22 issue Page 4113—(Magicolor)—(Russian-made)—(English titles)—(Artkino).
 BULLFIGHT—COMP—Exciting documentary far art and specialty spots—75m.—see Aug. 8 issue Page 4200—(Janus).
 CONFLICT—D—Programmer for art spots where Russian films are used—95m.—see Feb. 8 issue Page 4101—(Sovvolor)—(Russian made)—(English titles)—(Artkino).
 DOCTORS, THE—D—Raymond Pellegrin—Good entry for art spots—92m.—see Oct. 31 issue Page 4244—(French-made)—(English titles)—(Union; Kingsley-Int.).
 ETERNAL LOVE—D—For German language houses—95m.—see Feb. 8 issue Page 4101—(Eastman Color)—(German-made)—(English titles)—(Casino).
 EVIL FOREST, THE—D—For the art spots and possible special showings—76½m.—see July 25 issue Page 4193—(Spanish-made)—(Dubbed in English)—(Studia Films).
 FOR DO'S SAKE—D—Import for the art and German language houses—88m.—see Feb. 22 issue Page 4113 issue Page 4101—(German-made)—(English titles)—(Grand Prize).
 FORESTER'S DAUGHTER, THE—CDMU—Amusing entry for German language houses—103m.—see Feb. 8 issue Page 4101—(German-made)—(English titles)—(Casino).
 FRENCH CAN CAN—MU—Jean Gabin—Interesting import—93m.—see Oct. 31 issue Page 4244—(French-made)—(English titles)—(Technicolor)—(United Motion Picture Organization).
 FRUITS OF SUMMER—C—Edwige Feuillere—Amusing comedy for art spots—102m.—see July 25 issue Page 4193—Leg.: C—(French-made)—(English titles)—(Ellis).
 INSIDE A GIRLS' DORMITORY—CMD—Jean Marais, Francoise Arnoul—Amusing French who-done-it—100m.—see Nov. 14 issue Page 4252—(French-made)—(English titles)—(Ellis).
 LEGENDS OF ANIKA—D—Art house filler—85m.—see June 13 issue Page 4177—(Yugoslavian-made)—(English titles)—(Grand Prize).
 LETTERS FROM MY WINDMILL—CD—Henri Vilbert—Entertaining Marcel Pagnol import far art and specialty houses—118m.—see Jan. 11 issue Page 4087—Leg.: C—(French-made)—(English titles)—(Tohan).
 MARCELINO—D—Pablito Calvo—Interesting, charming import—90m.—see Oct. 31 issue Page 4245—(Spanish-made; English titles)—(UMPO).
 MELODY BEYOND LOVE—D—Satisfactory ramantic import for German-language houses—95m.—see Feb. 8 issue Page 4101—(German-made)—(English titles)—(Grand Prize).
 MY SEVEN LITTLE SINS—C—Maurice Chevalier—Cute, amusing import for art, specialty spots—98m.—see July 25 issue Page 4193—Leg.: B—(Ferranacolor)—(A French-Italian Production)—(English titles)—(Kingsley International).
 NAKED NIGHT, THE—D—Good import far the art spots—82m.—see Feb. 8 issue Page 4101—Leg.: C—(Swedish-made)—(English titles)—(Times).
 OBERSTEIGHER DER (THE FOREMAN)—OPC—Walter Janssen, Josefip Kipper, Hans Holt—Cute entry for foreign language and art spots—98m.—see Dec. 26 issue—(Austrian-made)—(English titles)—(Casino).
 PHANTON HORSE, THE—Well-made import—90m.—see Sept. 5 issue Page 4220—(Eastman Color)—(Japanese-made)—(English titles)—(Edward Harrison).
 PICASSO—DOC—Top documentary for art houses—50m.—see Jan. 11 issue Page 4087—(Ferranacolor)—(French and Italian made)—(English narration)—(Van Wolf-AP).
 PROUD AND THE BEAUTIFUL, THE—D—Michele Morgan, Gerard Philippe—Off-beat import of the realistic school is strictly for art spots—93m.—see Aug. 8 issue Page 4200—Leg.: B—(French-made)—(English titles)—(Filmed in Mexico)—(Kingsley-International).
 RIFIPI—MD—Jean Servais—High rating import could go into some conventional spots as well as art houses—116m.—see Aug. 8 issue Page 4200—Leg.: B—(French-made)—(English titles)—(UMPO).
 ROSANNA—D—Rosanna Podesta—For the art and specialty houses—72m.—see July 25 issue Page 4193—Leg.: C—(Italian-made)—(Dubbed in English)—(Jacon).

SERGEANT'S DAUGHTER, THE—D—Uneven import for German-language houses—97m.—see Feb. 8 Issue Page 4102—(German-made)—(English titles)—(Casino).

STRANGE PASSION, THE—D—Arturo De Cordova—Import for the art spots—82m.—see Feb. 8 Issue Page 4102—(Mexican-made)—(Spanish-language)—(English titles)—(Meadow).

SUICIDE ATTACK—DOC—Interesting Japanese war documentary—64m.—see Feb. 22 Issue Page 4114—(Japanese-made)—(English narration by Paul Dubrow)—(Brenner).

TIGER'S CLAW—D—Inferior import—74m.—see April 18 issue Page 4136—(Scandinavian-made)—(Dubbed In English)—(Realtar).

TOO BAD SHE'S BAD—C—Sophia Loren, Vittorio de Sica, —Highly amusing import—95m.—see Jan. 25 Issue Page 4092—Leg. 1 B—(Italian-made)—(English titles)—(Getz-Kingsley).

TWO LOVES HAD I—BIDMU—Gabriele Ferzatti, Marta Toren, Nadia Gray—Good entry for art spots—98m.—see Dec. 26 issue—(Italian-made)—(English dialogue)—(Color by Technicolor)—(Jacon).

TREASURE OF BENGAL—MD—Sabu, Luisa Boni—Low grade filler—82m.—see April 18 Issue Page 4136—(Italian-made)—(Dubbed In English)—(Color)—(Bell).

UNMARRIED MOTHERS—D—Trite plot about illicit love for exploitation spots—91m.—see March 21 Issue Page 4125—(Swedish-made)—(English titles)—(President).

VITELLONI—D—Franco Fabrizi, Leonora Ruffo, Franco Interlenghi—Interesting import—103m.—see Dec. 12 issue Page 4263—(Italian-made)—(English titles)—(API Prod.)

The Shorts Parade

(Ratings: E—Excellent; G—Good; F—Fair; B—Bad. Complete listings of the rest of the 1954-55 shorts product will be found on pages 4254, and 4255 of the Pink Section, another regular service of MOTION PICTURE EXHIBITOR. The number opposite each series designates the total announced by the company.—Ed.)

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
Columbia					
TWO REEL					
COMEDIES					
ALL-STAR (6)					
8411	(Sept. 15)	One Spooky Night (Clyde)	F	16m.	4035
8412	(Oct. 27)	He Took A Powder (Quillen-Vernon)	F	17m.	4036
8413	(Nov. 24)	Hook A Crook (Besser)	F	16m.	4074
8414	(Feb. 23)	Come On Seven (Quillen-Vernon)	F	16½m.	4137
8415	(Mar. 22)	Army Daze (Besser)	F	16½m.	4137
8416	(Apr. 26)	Andy Goes Wild (Clyde)	F	17m.	4259
ASSORTED FAVORITE REPRINTS (6)					
1421	(Sept. 20)	Clunked in the Clink (Vague)	F	16m.	4246
1422	(Oct. 18)	When the Wife's Away (Hugh Herbert)	F	17m.	4246
COMEDY FAVORITE RE-RELEASES (6)					
1431	(Oct. 11)	Scooper Dooper (Sterling Holloway)	F	18m.	4246
CINEMASCOPE MUSICAL TRAVELARKS					
(Technicolor)					
8441	(Feb. 16)	Wonders of Manhattan	E	16m.	4075
8442	(Apr. 20)	April In Portugal	E	20m.	4137
1956-57					
{	Wonder of New Orleans				
{	Wonder of Washington				
SERIALS					
8120	(Sept. 22)	The Sea Hound (reissue)	G	15ep.	4036
8140	(Jan. 6)	Pearls of the Wilderness	F	15ep.	4103
8160	(Apr. 21)	The Monster And The Ape (reissue)	F	15ep.	4161
8180	(Aug. 4)	Blazing The Overland Trall	F	15ep.	4208
{	Hop Harrigan (Reissue)	G	15ep.		
THE THREE STOOGES (8)					
1401	(Sept. 6)	Hot Stuff	F	16m.	4246
1402	(Oct. 4)	Scheming Schemers	F	16m.	4259
One Reel					
CANDID MICROPHONES (6)					
(Reissue)					
1551	(Sept. 20)	Series 3, No. 3	G	10½m.	4256
CAVALCADE OF BROADWAY (6)					
(Reissue)					
1951	(Sept. 6)	Cafe Society	G	11m.	4256
COLOR FAVORITES (15)					
(Technicolor)					
(Reissue)					
1601	(Sept. 6)	Leave Us Chase It	F	6½m.	4247
1602	(Oct. 4)	Topsy Turkey	F	6½m.	4247
CINEMASCOPE MAGOOS (10)					
(Technicolor)					
1751	(Sept. 13)	Trail Blazer Magoo	E	6m.	4246
1752	(Oct. 18)	Magoo's Problem Child	G	6½m.	4246
MR. MAGOO (4)					
(Technicolor)					
8701	(Oct. 6)	Stage Door Magoo	E	7m.	4057
CINEMASCOPE CARTOON SPECIALS					
(Technicolor)					
8511	(Feb. 9)	Gerald McBoing-Boing On Planet Moo	E	7m.	4115
SCREEN SNAPSHOTS					
8851	(Sept. 22)	Hollywood Bronc Busters	G	9m.	4043
8852	(Oct. 20)	The Great Al Jolson	F	11m.	4057
8853	(Nov. 17)	Hollywood Premiere	G	10m.	4084
8854	(Dec. 15)	Ramblln' 'Round Hollywood	G	10½m.	4084
8855	(Jan. 19)	Hollywood Goes A-Flshln'	F	10½m.	4115
8856	(Feb. 23)	Hollywood Small Fry	F	10m.	4138
8857	(Mar. 22)	Hollywood City of Stars F	F	10m.	4138
8858	(May 3)	Playtime In Hollywood	G	10½m.	4224
8859	(June 14)	Mr. Rhythm's Holiday	F	9½m.	4183
8860	(July 5)	Fabulous Hollywood	G	10½m.	4195

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
UPA ASSORTED CARTOONS (4)					
(Technicolor)					
8501	(Sept. 8)	Christopher Crumpet's Playmate	F	7m.	4036
8502	(Dec. 1)	The Rise Of Dutton Lang	E	6½m.	4082
8503	(May 31)	The Jaywalker	G	6½m.	4194
WORLD OF SPORTS (10)					
1801	(Oct. 25)	Asphalt Playground			
MGM					
THREE REEL					
CINEMASCOPE SPECIAL					
(Eastman Color)					
A-801	(Oct. 5)	The Battle of Gettysburg	E	30m.	4252
One Reel					
CINEMASCOPE CARTOONS					
(Technicolor)					
C-831	(Sept. 7)	Muscle Beach Tom	G	7m.	4203
C-832	(Sept. 21)	Millionaire Droopy	E	7m.	4208
C-833	(Oct. 12)	Downbeat Bear	G	7m.	4208
C-834	(Nov. 16)	Blue Cat Blues		7m.	
C-835	(Dec. 14)	Barbecue Brawl		7m.	
GOLD MEDAL REPRINT CARTOONS					
(Technicolor)					
W-861	(Sept. 28)	Polka Dot Puss (T-J)	F	8m.	4236
W-862	(Oct. 5)	The Bear And the Bean (B-B)	G	7m.	4235
W-863	(Oct. 26)	Heavenly Puss (T-J)	F	8m.	4235
W-864	(Nov. 9)	Bad Luck Blackie (T-A)	G	7m.	4260
W-865	(Nov. 30)	Cueball Cat (T-J)	G	7m.	4260
W-866	(Dec. 7)	Senor Droopy (D)	G	8m.	4260
W-867	(Dec. 28)	Little Rural Riding Hood (T-A)	G	6m.	4260
Paramount					
CARTOON CHAMPION REISSUES					
(Technicolor) (12)					
1956-57					
S16-1	(Sept. 21)	Mice Meeting You	G	7m.	4235
S16-2	(Sept. 21)	Sock-A-Bye Kitty	G	7m.	4236
S16-3	(Sept. 21)	Casper's Spree Under The Sea	E	8m.	4235
S16-4	(Sept. 21)	One Quack Mind	F	7m.	4235
S16-5	(Sept. 21)	Mice Paradise	G	7m.	4235
S16-6	(Sept. 21)	Once Upon A Rhyme	G	8m.	4235
S16-7	(Sept. 28)	Hold The Lion Please	G	7m.	4235
S16-8	(Sept. 28)	Land Of Lost Watches	G	9m.	4235
S16-9	(Sept. 28)	To Boo Or Not To Boo	G	7m.	4236
S16-10	(Sept. 28)	As The Crow Lies	F	6m.	4235
S16-11	(Sept. 28)	Slip Us Some Redskin	G	7m.	4236
S16-12	(Sept. 28)	Boo Scout	G	8m.	4235
CASPER CARTOONS (6)					
(Technicolor)					
B16-1	(Nov. 2)	Fright From Wrong	G	6m.	4256
GRANTLAND RICE SPOTLIGHTS (6)					
HERMAN AND CATNIP CARTOONS					
(Technicolor)					
H15-1	(Nov. 25)	Mousieur Herman	G	6m.	4095
H15-2	(Feb. 24)	Museum	G	6m.	4126
H15-3	(June 29)	Will Do Mousework	G	6m.	4194
H15-4	(Aug. 10)	Mousetro Herman	G	6m.	4241
NOVELTOONS					
(Technicolor)					
P16-1	(Oct. 19)	Sir Irving And Jeames	G	7m.	4256
POPEYE CARTOONS (8)					
(Technicolor)					
E16-1	(Oct. 12)	Parlez Vous Woo	G	6m.	4256
E16-2	(Nov. 16)	I Don't Scare			
SPEAKING OF ANIMALS CHAMPIONS (4)					
(Reissue)					
A15-1	(Sept. 30)	Taln't So	F	10m.	4044
A15-2	(Sept. 30)	Monkey Shlnes	G	9m.	4044
A15-3	(Sept. 30)	Be Kind To Animals	E	8m.	4043
A15-4	(Sept. 30)	From A to Zoo	E	9m.	4043
TOPPERS (6)					
M15-1	(Oct. 7)	Three Kisses	E	10m.	4084
M15-2	(Nov. 11)	Reunion In Paris	G	10m.	4096
M15-3	(Jan. 27)	Animals a la Carte	F	10m.	4103
M15-4	(Mar. 9)	There's Gold In Them Thrills	F	10m.	4126
M15-5	(May 4)	Ups And Downs	G	9m.	4179
M15-6	(Aug. 24)	Herman Hickman's Football Review	G	10m.	4256

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
VISTAVISION SPECIALS					
(Technicolor)					
V15-1	(.....)	Bing Presents Oreste	E	10m.	4126
V15-2	(June 29)	VistaVision Visits Panama	G	10m.	4187
V15-3	(Aug. 3)	VistaVision Visits Gibraltar	G	10m.	4240
V15-4	(Oct. 5)	VistaVision Visits Austria	E	17m.	4252
RKO					
TWO REEL					
RKO-PATHE SPECIALS					
73101	(Sept. 7)	Alert Today, Alive Tomorrow	E	15½m.	4239
73102	((Oct. 12)	Born To Fight	F	15m.	4260
73103	(Nov. 16)	Alaska Life Boat		21m.	
SPORT SPECIALS (2)					
73901	(Dec. 14)	Football Highlights			
73801	(Apr. 12)	Basketball Highlights			
One Reel					
SCREENLINERS					
74201	(Sept. 14)	The Dikes	G	10m.	4240
74202	(Oct. 12)	The Lonely Guardian	F	11m.	4260
74203	(Nov. 9)	Struggle In The North	G	10m.	4260
74204	(Dec. 7)	White Peril		8m.	
SPORTSCOPES (13)					
74301	(Aug. 3)	Aqua Babes	G	9m.	4224
74302	(Aug. 31)	Ice Climbers	G	8m.	4240
74304	(Sept. 28)	Canoeman's Holiday	F	8m.	4247
74304	(Oct. 26)	Big Blue Goose	F	8m.	4260
74305	(Nov. 23)	High Dive Kids			
WALT DISNEY CLASSIC CARTOON REISSUES					
(Technicolor)					
74101	(Aug. 3)	The Hockey Champ	E	7m.	4208
74102	(Aug. 24)	Pluto at the Zoo	G	8m.	4211
74103	(Sept. 1)	Donald's Tire Trouble	E	7m.	4247
74104	(Oct. 5)	The Purloined Pup	G	7m.	4247
74105	(Oct. 26)	Bill Posters	G	8m.	4252
74106	(Nov. 16)	Pluto's Playmate	E	8m.	4256
74107	(Dec. 7)	Donald's Snow Fight		7m.	
74108	(Dec. 28)	Society Dog Show			
WILDLIFE ALBUM (2)					
(Technicolor)					
73001	(Nov. 23)	World In A Marsh	G	22m.	4259
Republic					
SERIALS (4)					
{	Dick Tracy's G-Men	G	15ep.	4041	
{	Manhunt Of Mystery Island (Reissue)	F	15ep.	4075	
5584	(Apr. 16)	Adventures Of Frank And Jesse James	G	13ep.	4114
{	King of the Rocket Men (Reissue)	G	12ep.	4208	
5682	(Oct. 15)	Federal Operator 99 (Reissue)	G	12ep.	4246
20th Century-Fox					
ONE REEL					
CINEMASCOPE					
(Color)					
7601	(Jan.)	Lady Of The Golden Door (DeLuxe)	G	9m.	4131
7602	(Mar.)	A Thoroughbred Is Born (DeLuxe)	G	9m.	4155
7603	(Feb.)	Adventure In Capri (DeLuxe)	F	9m.	4155
7604	(July)	Plgskln Pewees (DeLuxe)	G	9m.	4224
7605	(May)	Hunters Of The Sea (DeLuxe)	E	9m.	4194
7606	(Aug.)	Honeymoon Paradise (DeLuxe)	F	9m.	4224
7607	(June)	Cowboys Of The Maremma (DeLuxe)	F	9m.	4224
TWO REEL					
CINEMASCOPE COLOR SPECIALS					
7608	(Apr.)	Land Of The Bible (DeLuxe Color)	E	18m.	4114
7609	(June)	Dark Wave (Technicolor)	E	23m.	4177
One Reel					
CINEMASCOPE TERRYTOONS					
(Technicolor)					
1955-56					
5631	(Jan.)	Park Avenue Pussycat	G	7m.	4138
5632	(Feb.)	Uranium Blues	G	7m.	4155
5633	(Mar.)	Good Deed Daly In Scouts To The Rescue	F	7m.	4163

Table with columns: Release No., Release Data, Title, Rating, Running Time, Page Reviewed In Pink Section. Rows include titles like 'Oceans Of Love', 'Lucky Dog', 'Clancy The Bull In Police Dogged'.

TERRYTOONS (Technicolor)

Table with columns: Release No., Release Data, Title, Rating, Running Time, Page Reviewed In Pink Section. Rows include titles like 'The Clockmaker's Dog', 'Heckle And Jeckle In Miami Manlacs'.

TERRYTONE TOPPER REISSUES (Technicolor)

Table with columns: Release No., Release Data, Title, Rating, Running Time, Page Reviewed In Pink Section. Rows include titles like 'The Wolf's Pardon', 'Felix The Fox', 'The Lyin' Llon'.

Universal-International

Two Reel SPECIAL

Table with columns: Release No., Release Data, Title, Rating, Running Time, Page Reviewed In Pink Section. Rows include titles like 'A Time Out of War', 'Ralph Marterie And His Orchestra', 'Melodies By Martin'.

SPECIAL CINEMASCOPE FEATURETTES (Technicolor)

Table with columns: Release No., Release Data, Title, Rating, Running Time, Page Reviewed In Pink Section. Rows include titles like 'Nat King Cole Musical Story', 'Mambo Madness', 'Where All Roads Lead'.

COLOR PARADES

Table with columns: Release No., Release Data, Title, Rating, Running Time, Page Reviewed In Pink Section. Rows include titles like 'Pacific Sports', 'Fighters Of The Lakes', 'Blue Coast', 'Queens Of Beauty'.

WALTER LANTZ CARTUNES (Technicolor)

Table with columns: Release No., Release Data, Title, Rating, Running Time, Page Reviewed In Pink Section. Rows include titles like 'Tree Medic', 'Pigeon Holed', 'After The Ball', 'Get Lost'.

Table with columns: Release No., Release Data, Title, Rating, Running Time, Page Reviewed In Pink Section. Section: WALTER LANTZ CARTUNES (6) (Reissue). Rows include titles like 'Dog Tax Dodgers', 'Playful Pelican', 'Wet Blanket Policy'.

VARIETY VIEWS

Table with columns: Release No., Release Data, Title, Rating, Running Time, Page Reviewed In Pink Section. Rows include titles like 'Alert To Danger', 'Brooklyn Goes to Paris', 'Girl Meets Buoy'.

Warners

SPECIAL FEATURETTES

Table with columns: Release No., Release Data, Title, Rating, Running Time, Page Reviewed In Pink Section. Row: 'Chasing The Sun'.

Two Reel

WARNERCOLOR SCOPE GEMS

Table with columns: Release No., Release Data, Title, Rating, Running Time, Page Reviewed In Pink Section. Rows: 'South Of The Himalayas', 'The Legend of El Dorado'.

SPECIALS (WarnerColor)

Table with columns: Release No., Release Data, Title, Rating, Running Time, Page Reviewed In Pink Section. Rows: 'East Is East', 'Howdy Partner'.

COLOR SPECIALS (10) (Reissue)

Table with columns: Release No., Release Data, Title, Rating, Running Time, Page Reviewed In Pink Section. Rows include titles like 'Movieland Magic', 'The Golden Tomorrow', 'Behind The Big Top', 'They Seek Adventure', 'Out Of The Desert', 'Copters And Cows', 'A Boy And His Dog', 'The Wonders Of Araby', 'Miracle In The Caribbean', 'Trailin' West'.

CLASSICS OF THE SCREEN (6)

Table with columns: Release No., Release Data, Title, Rating, Running Time, Page Reviewed In Pink Section. Rows include titles like 'Small Town Idol', 'It Happened To You', 'Dog In The Orchard', 'Picture Parade', 'Once Over Lightly', 'Through The Camera's Eye'.

One Reel ANAMORPHIC SPECIALS (WarnerColor)

Table with columns: Release No., Release Data, Title, Rating, Running Time, Page Reviewed In Pink Section. Rows include titles like 'Heart Of An Empire', 'Springtime In Holland', 'Ski Valley', 'Time Stood Still', 'Viva Cuba', 'Thunder Beach'.

BLUE RIBBON HIT PARADES (13) (Reissue) (Technicolor)

Table with columns: Release No., Release Data, Title, Rating, Running Time, Page Reviewed In Pink Section. Rows include titles like 'Mouse Mazurka', 'Paying The Piper', 'Daffy Duck Hunt', 'Henhouse Hennerly', 'Swallow The Leader'.

BUGS BUNNY SPECIALS (8) (Technicolor)

Table with columns: Release No., Release Data, Title, Rating, Running Time, Page Reviewed In Pink Section. Rows: 'A Star Is Bored', 'Widea Rabbit', 'To Hare Is Human'.

JOE McDOAKES COMEDIES (6)

Table with columns: Release No., Release Data, Title, Rating, Running Time, Page Reviewed In Pink Section. Rows: 'So You Want To Be A Vice-President', 'So You Want To Be A Policeman'.

Table with columns: Release No., Release Data, Title, Rating, Running Time, Page Reviewed In Pink Section. Rows include titles like 'So You Think The Grass Is Greener?', 'So You Want To Be Pretty', 'So You Want To Play The Piano', 'So Your Wife Wants To Work'.

MELODY MASTER BANDS REISSUES (6)

Table with columns: Release No., Release Data, Title, Rating, Running Time, Page Reviewed In Pink Section. Rows include titles like 'Jan Savitt And Band', 'Artie Shaw And Orch.', 'Ozzie Nelson And Orch.', 'Carl Hoff And Band', 'Barrah Minevitch', 'Henry Busse And Orch.'.

MERRIE MELODIES (22) (Technicolor)

Table with columns: Release No., Release Data, Title, Rating, Running Time, Page Reviewed In Pink Section. Rows include titles like 'Dime To Retire', 'Speedy Gonzales', 'Two Scents Worth', 'Red Riding Hoodwinked', 'Hair Conditioned', 'Gilded Muscle', 'Pappy's Puppy', 'One Froggy Evening', 'Too Hop Ta Handle', 'Weasel Stap', 'The High And The Flights'.

Table with columns: Release No., Release Data, Title, Rating, Running Time, Page Reviewed In Pink Section. Rows include titles like 'Rocket Squad', 'Tweet And Sour', 'Heaven Scent', 'Mixed Master', 'Gee Whiz-z-z-z-z-z-z-z', 'Tree Cornered Twenty', 'The Unexpected Pest', 'Tugboat Granny', 'Stupor Duck', 'Rocket-Bye Baby', 'Raw! Raw! Rooster!'.

1956-57

Table with columns: Release No., Release Data, Title, Rating, Running Time, Page Reviewed In Pink Section. Rows include titles like 'Slap Hoppy Mouse', 'Deduce, You Say!', 'Yankee Dood It', 'There They Go-Go-Go', 'Two Crows From Tacos', 'The Honey Mausers', 'The Three Little Bops', 'Tweet Zoa', 'Scrambled Aches'.

THE SPORTS PARADE (10) (Technicolor)

Table with columns: Release No., Release Data, Title, Rating, Running Time, Page Reviewed In Pink Section. Rows include titles like 'Picturesque Portugal', 'Fish Are Where Yau Find Them', 'Green Gold', 'Crashing The Water Barrler', 'Facing Your Danger', 'The Sporting Irish'.

WARNER SPECIALS (7)

Table with columns: Release No., Release Data, Title, Rating, Running Time, Page Reviewed In Pink Section. Rows include titles like 'An Adventure To Remember', 'Shark Hunting', 'Faster And Faster', 'A Necklin' Party (Reissue)', 'I Never Forget A Face', 'Smart As A Fax', 'Animals And Kids'.

WARNERCOLOR SPECIALS 1956-57

Table with columns: Release No., Release Data, Title, Rating, Running Time, Page Reviewed In Pink Section. Rows: 'Playtime Pals', 'I'll Be Doggoned'.

WARNERCOLOR SCOPE GEMS

Table with columns: Release No., Release Data, Title, Rating, Running Time, Page Reviewed In Pink Section. Rows: 'Crossroads Of The World', 'Magic In The Sun'.

Miscellaneous

Table with columns: Title, Rating, Running Time, Page Reviewed In Pink Section. Rows include titles like 'Ballet Girl (Brandon)', 'Cow Dog (Disney-Buena Vista)', 'Cowboy Needs A Horse, A Hidden Talent (McCarthy)', 'Suez Canal-(Technicolor)-(deRochemont)'.

A.A.	COLUMBIA	M.G.M.	PARAMOUNT	R.K.O.	REPUBLIC	20th-FOX	U.A.	UNIVERSAL	WARNERS	MISC.
No Place To Hide (DC) David Brian, Marsha Hunt	Odongo (CS-TC) Rhonda Fleming, Macdonald Carey, Juma (Made in Africa)	These Wilder Years James Cagney, Barbara Stanwyck	The Proud And Profane (VV) William Holden, Deborah Kerr	Beyond A Reasonable Doubt Dana Andrews, Joan Fontaine	Lisbon (Naturama- Trucolor) (Made in Portugal) Ray Milland, Maureen O'Hara	The Third Man (RE) Joseph Cotten, Orson Welles	The Peacemaker (Makelim) James Mitchell, Rosemarie Bowe	The Killers (RE) Burt Lancaster, Ava Gardner	Seven Men From Now (WC) Randolph Scott, Gail Russell	Jedda The Uncivilized (EC) (DCA) (Australian-made)
Hold Back The Night John Payne, Mona Freeman	Reprisal (TC) Guy Madison, Felicia Farr	Lust For Life (CS-Metrocolor) Kirk Douglas, Anthony Quinn	Pardners (VV-TC) Dean Martin, Jerry Lewis	Back From Eternity Anita Ekberg, Robert Ryan	Dakota Incident (Trucolor) Linda Darnell, Dale Robertson, John Lund	Love Me Tender (CS-DC) Richard Egan, Debra Paget, Elvis Presley	Gun The Man Down (Morrison- McLaglen) James Arness, Emilie Meyer	The Burning Hills (CS-WC) Tab Hunter, Natalie Wood	The Bad Seed Nancy Kelly, Patty McCormack, Henry Jones, Eileen Heckart	Frontier Gambler (Associated) John Bromfield, Colleen Gray, Kent Taylor
The Naked Hills (Pathe Color) David Wayne, Marcia Henderson	White Squaw David Brian, May Wynn	Tea And Sympathy (CS-Metrocolor) June Allyson, Ann Sheridan, Dolores Gray	War And Peace (VV-TC) Audrey Hepburn, Henry Fonda, Mel Ferrer (Made in Italy)	Finger Of Guilt Richard Basehart, Mary Murphy (English made)	Tiger By The Tail (Canyon) Larry Parks, Constance Smith	The Desperadoes Are In Town (RegalScope) Robert Arthur, Kathy Nolan	Revolt At Fort Laramie (Bel-Air) (CS-TC) John Dehner Frances Helm	A Cry In The Night Edmond O'Brien, Natalie Wood	Secrets Of Life (TC) (Part CS) (Buena Vista) (Disney)	It Conquered The World (American-Int.) Peter Graves, Beverly Garland
The Young Guns Russ Tamblyn, Gloria Talbott	Suicide Mission Leaf Larsen	The Power And The Prize (CS) Robert Taylor, Elizabeth Mueller	The Mountain (VV-TC) Robert Wagner, Spencer Tracy, Claire Trevor (Made in France)	Tension At Black Rock (TC) Cameron Mitchell, Richard Egan, Dorothy Malone	The King And Four Queens (Russ-Field) (CS-DC) Clark Gable, Eleanor Parker	The Mole People John Agar, Cynthia Patrick	Showdown At Abilene (TC) Jock Mahoney, Martha Hyer	The Amazon Trader (WC) John Sutton, Marie Ferranda	The She Creature (American-Int.) Chester Morris, Marla English	La Strada (Trans-Lux) Anthony Quinn, Richard Basehart, Giuletta Masina (Italian-made)
Strange Intruder Ida Lupino, Edmund Purdom, Ann Harding	Rogues Of Sherwood Forest (RE) John Derek	The Iron Petticoat (VV-TC) Bob Hope, Katherine Hepburn (English-made)	The Search For Bridey Murphy (VV) Teresa Wright, Louis Hayward	The Brave One (CS-TC) Michel Ray	The Wild Party Anthony Quinn, Carol Ohmart, (Security)	Everything But The Truth (EC) Maureen O'Hara, John Forsythe, Tim Hovey	The Unguarded Moment (TC) Esther Williams, George Nader	Toward The Unknown (WC) William Holden, Lloyd Nolan, Virginia Leith	The She Creature (American-Int.) Chester Morris, Marla English	La Strada (Trans-Lux) Anthony Quinn, Richard Basehart, Giuletta Masina (Italian-made)
Yaqui Drums Rod Cameron, Mary Castle	To The Ends Of The Earth (RE) Dick Powell	Julie Doris Day, Barry Sullivan, Louis Jourdan, Frank Lovejoy	Death Of A Scoundrel George Sanders, Yvonne De Carlo	Scandal, Inc. Robert Hutton, Paul Richards, Patricia Wright	Dance With Me Henry Bud Abbott, Lou Costello, (Goldstein)	The Brass Legend Hugh O'Brian, Nancy Gates (Goldstein)	The Girl He Left Behind Tab Hunter, Natalie Wood	Written On The Wind (TC) Rock Hudson, Lauren Bacall, Robert Stack	Baby Doll Karl Malden, Carroll Baker, Eli Wallach	Westward Ho, The Wagons (CS-TC) (Buena Vista) (Disney) Fess Parker
Friendly Persuasion (TC) Gary Cooper, Dorothy McGuire, Marjorie Main	The Gamma People (English-made) Paul Douglas	The Last Man To Hang (English-made) Tom Conway	Bundle Of Joy (EC) Eddie Fisher, Debbie Reynolds	Tears For Simon (Trucolor) David Farrar, Julie Arnall	The Monte Carlo Story (TC-Technirama) Marlene Dietrich, Vittorio De Sica (Made in Morocco)	The Girl Can't Help It (CS-DC) Tom Ewell, Jayne Mansfield	The Girl He Left Behind Tab Hunter, Natalie Wood	Four Girls In Town (CS-TC) George Nader, Julie Adams	The Wrong Man Henry Fonda, Vera Miles	Runaway Daughters (American-Int.) Marla English, John Littel
Strange Intruder Ida Lupino, Edmund Purdom, Ann Harding	The Last Man To Hang (English-made) Tom Conway	The Last Man To Hang (English-made) Tom Conway	Public Pigeon No. 1 (TC) Red Skelton, Vivian Blaine, Janet Blair	Above Us The Waves John Mills	The Big Booodle Errol Flynn, Rosanna Rory (Made in Cuba) (Blumberg)	The Girl Can't Help It (CS-DC) Tom Ewell, Jayne Mansfield	The Girl He Left Behind Tab Hunter, Natalie Wood	Four Girls In Town (CS-TC) George Nader, Julie Adams	The Wrong Man Henry Fonda, Vera Miles	Runaway Daughters (American-Int.) Marla English, John Littel
Yaqui Drums Rod Cameron, Mary Castle	The Last Man To Hang (English-made) Tom Conway	The Last Man To Hang (English-made) Tom Conway	The Silken Affair David Niven, Genevieve Page (English-made)	The Congress Dances (Trucolor-CS) (German-made)	The Halliday Brand Joseph Cotton, Viveca Lindfors (Collier Young)	The Girl Can't Help It (CS-DC) Tom Ewell, Jayne Mansfield	The Girl He Left Behind Tab Hunter, Natalie Wood	Four Girls In Town (CS-TC) George Nader, Julie Adams	The Wrong Man Henry Fonda, Vera Miles	Runaway Daughters (American-Int.) Marla English, John Littel
Yaqui Drums Rod Cameron, Mary Castle	The Last Man To Hang (English-made) Tom Conway	The Last Man To Hang (English-made) Tom Conway	Man In The Vault William Campbell, Anita Ekberg	Accused Of Murder (Trucolor- Naturama) David Brian, Vera Ralston	Five Steps To Danger Ruth Roman, Sterling Hayden (Grand)	The Girl Can't Help It (CS-DC) Tom Ewell, Jayne Mansfield	The Girl He Left Behind Tab Hunter, Natalie Wood	Four Girls In Town (CS-TC) George Nader, Julie Adams	The Wrong Man Henry Fonda, Vera Miles	Runaway Daughters (American-Int.) Marla English, John Littel
Yaqui Drums Rod Cameron, Mary Castle	The Last Man To Hang (English-made) Tom Conway	The Last Man To Hang (English-made) Tom Conway	The Young Stranger James MacArthur, Kim Hunter	The Young Stranger James MacArthur, Kim Hunter	Four Boys And A Gun William Hinnant, Diana Herbert (Security)	The Girl Can't Help It (CS-DC) Tom Ewell, Jayne Mansfield	The Girl He Left Behind Tab Hunter, Natalie Wood	Four Girls In Town (CS-TC) George Nader, Julie Adams	The Wrong Man Henry Fonda, Vera Miles	Runaway Daughters (American-Int.) Marla English, John Littel
Yaqui Drums Rod Cameron, Mary Castle	The Last Man To Hang (English-made) Tom Conway	The Last Man To Hang (English-made) Tom Conway	The Young Stranger James MacArthur, Kim Hunter	The Young Stranger James MacArthur, Kim Hunter	Drango Jeff Chandler, Joanne Dru (Earlmar)	The Girl Can't Help It (CS-DC) Tom Ewell, Jayne Mansfield	The Girl He Left Behind Tab Hunter, Natalie Wood	Four Girls In Town (CS-TC) George Nader, Julie Adams	The Wrong Man Henry Fonda, Vera Miles	Runaway Daughters (American-Int.) Marla English, John Littel
Yaqui Drums Rod Cameron, Mary Castle	The Last Man To Hang (English-made) Tom Conway	The Last Man To Hang (English-made) Tom Conway	The Young Stranger James MacArthur, Kim Hunter	The Young Stranger James MacArthur, Kim Hunter	Drango Jeff Chandler, Joanne Dru (Earlmar)	The Girl Can't Help It (CS-DC) Tom Ewell, Jayne Mansfield	The Girl He Left Behind Tab Hunter, Natalie Wood	Four Girls In Town (CS-TC) George Nader, Julie Adams	The Wrong Man Henry Fonda, Vera Miles	Runaway Daughters (American-Int.) Marla English, John Littel

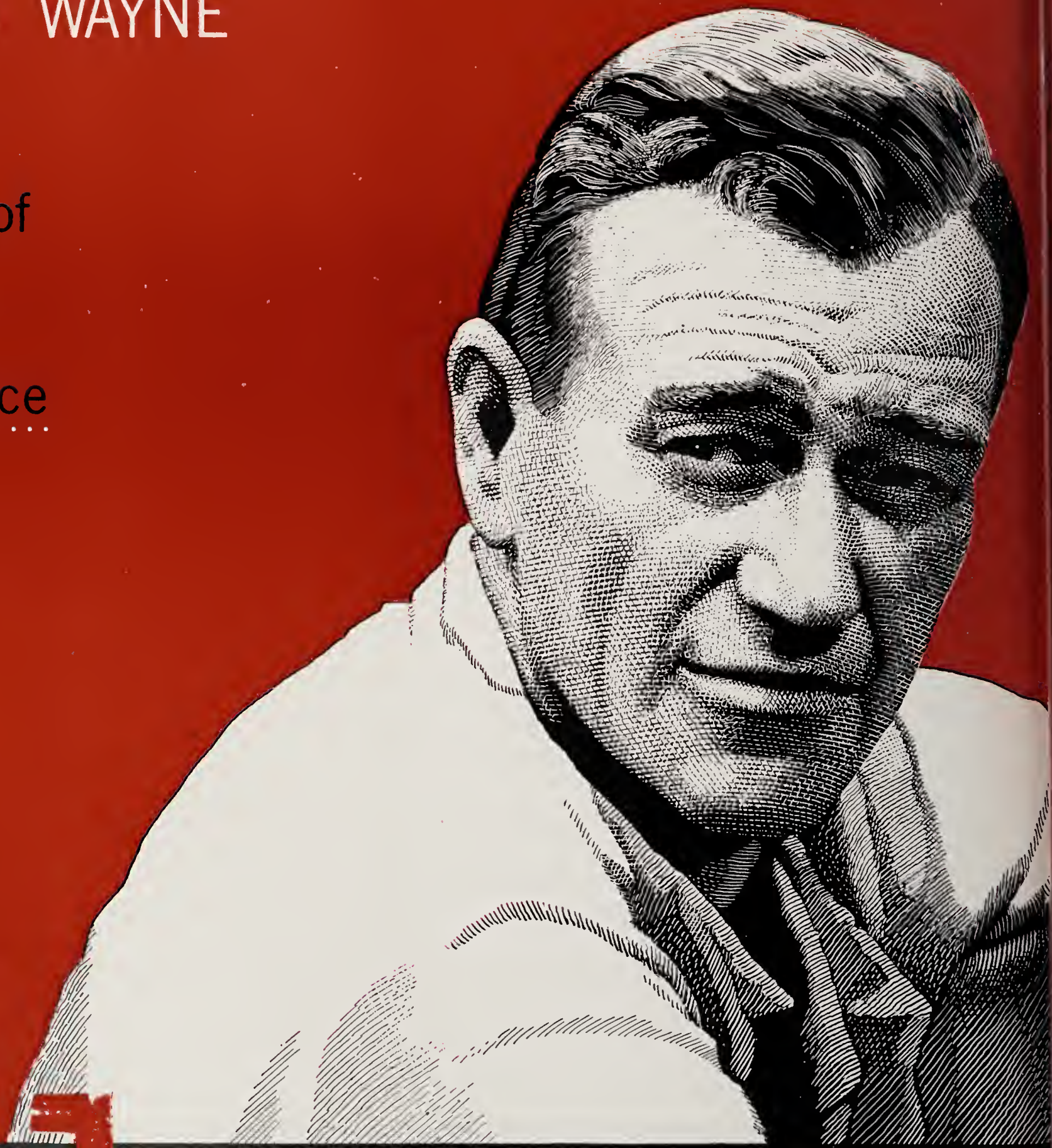
SYMBOLS USED ABOVE: CS—CinemaScope, DC—Deluxe Color, EC—Eastman Color, RE—Reissue, SS—Superscope, TC—Technicolor, VV—VistaVision, WC—WarnerColor, WW—Name of country, other than U.S.A., indicates import.

UA

WELCOMES

JOHN WAYNE

to its
roster of
great
.....
boxoffice
.....
stars
.....



*His first production is
now in preparation...*

LEGEND OF THE LOST

Technirama® and Technicolor®

Co-starring Sophia Loren · Rossano Brazzi · Produced and
Directed by Henry Hathaway · A Batjac Production



MOTION PICTURE

EXHIBITOR

DECEMBER 26, 1956

VOLUME 57

NUMBER 9

IN TWO SECTIONS • THIS IS SECTION ONE



We Need Definite Rules . . . And A Cop

editorial

Exchanges Get Pension Plan

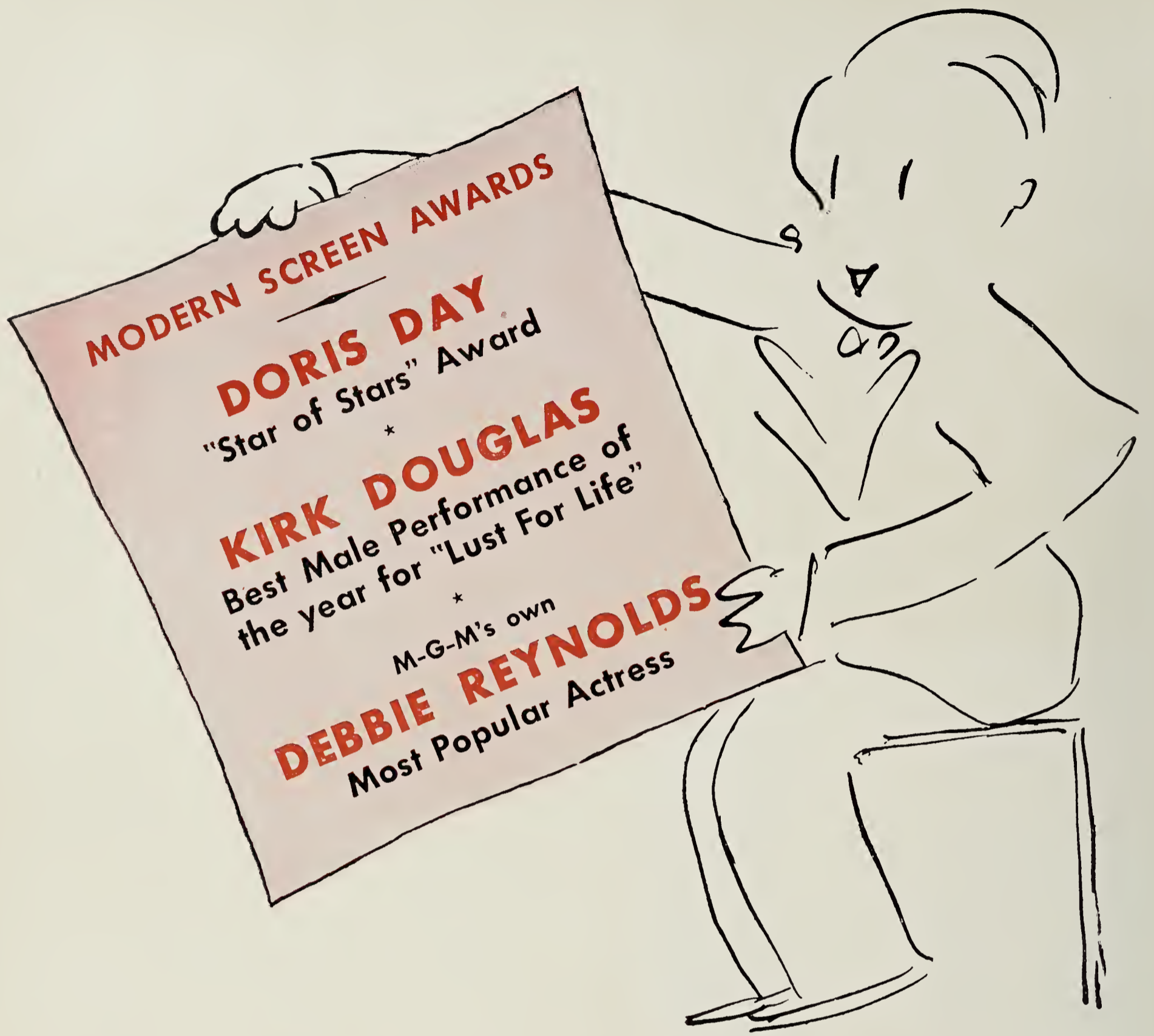
(page 7)

Academy Okays Sweeps Plan

(page 8)

AND FEATURING: THE SERVICESECTION

← Marking the beginning of a year-long 45th anniversary celebration, U-I on Dec. 30, will launch simultaneously a domestic drive honoring Charles J. Feldman, right, and a foreign drive honoring Alfred E. Daff, left, who heads U-I's foreign department.



**DON'T JUST SIT THERE
AND READ ABOUT M-G-M's
AWARDS!**



Why 'do-it-yourself' lobby frames!



DORIS DAY
WINS
"STAR OF STARS"
AWARD
IN MODERN SCREEN MAGAZINE
★
See her in
"JULIE"
Arwin Production — M-G-M Release



KIRK DOUGLAS
WINS
BEST PERFORMANCE
AWARD
IN MODERN SCREEN MAGAZINE
For M-G-M's
"LUST FOR LIFE"

"And for my lobby when I play M-G-M's 'TEAHOUSE'"



THE MOST HONORED PICTURE! M-G-M's
"TEAHOUSE OF THE AUGUST MOON"

"Movie of the Month." — Coronet Magazine

"Outstanding Picture of the Month."
— Cosmopolitan Magazine

"Picture of the Month." — Seventeen

Winner of Parents' Magazine Medal.

"Movie of the Month." — Argosy Magazine



WE NEED DEFINITE RULES . . . AND A COP!

WE, AND WE SUPPOSE many another theatre owner, have given a very careful and interested reading to the currently revised Production Code. We, and we suppose all other reputable and decent theatre owners, agree on the sincerity of its effort, and on the worthiness of its purpose. But, other than as moral persuasion, we fail to see its value today as an instrument of self-regulation in this industry of ours.

Please bear with us, and give us the opportunity to justify this latter statement.

Here is our first point: Studded throughout this current Code form, and a part of virtually all restrictions, are such qualifying terms as: "to be held to a minimum," "unless absolutely necessary to the development of the plot," "shall never be made to seem right or permissible," "must be handled with restraint and discretion," "provided such scenes are not in themselves intrinsically objectionable," "shall be carefully and respectfully handled," "should be guided by the dictates of good taste," etc. Now, it is pretty easy to see that what to Elia Kazan may be "minimum," "absolutely necessary" to the plot, "restraint," "discreet," not "intrinsically objectionable," or many more of these things may be the complete reverse to Joe Pasternak, George Stevens, or John Ford. Yes, and Mr. Shurlock may have a still third view, somewhere in between or even far afield on either side.

If everyone understood, agreed on, and conscientiously strove toward "restraint," "right," "discretion," "carefulness," "respectfulness," and "good taste," there would seem to be little use for a Code. But the very inclusion of such words in the Code seems to promise a separate judgment of what is acceptable and of what is not acceptable, picture-by-picture and day-by-day. Can anything so flexible be considered a Code? As we read Mr. Webster, a code is "a set of principles or standards" that are no more flexible than the length of a six-foot rule. Trying to be all things to all men, such qualifying terms can only plant the seeds for later controversies.

Here is our second point: In this page, under date of Dec. 12, we listed by season the number of feature length movies that we, as one trade paper, have reviewed in each of the last 20 seasons. In the 1955-56 season ending last August we showed that 415 features had been reviewed. In this same season, it has been variously estimated that the major producer-distributors, who subscribe to the Production Code and constitute the M.P.A. membership, produced a grand total of 215 features. So it is simple arithmetic to estimate that about 200 other

features, not obligated to Code restrictions, and not made by M.P.A. members, were offered for dating to the 19,000 roofed and drive-in theatres of the U.S.A.

These 200 other features represent a wide variety of sources, cultures, morals, and amoral. Some were shipped in here from Sweden, Denmark, Russia, France, England, Italy, Spain, and even Japan, and were mechanically dubbed with our dialogue, embellished with the most elementary of subtitles, or edited into slants that the importer felt would make them show a profit in the U.S. market. Situations, costuming, and conduct that are commonplace and acceptable in these other countries may shock, outrage, or even carry immoral overtones here in the U.S. Others were made here by promoters of nudist camps under the working title of some "Sun Bather's Association" or other, by the owners of burlesque "acts" with ready access to name "strippers," or by some "fast buck" boy with a camera, some film, and an idea that is just short of indictable.

So, what if the reputable "line" companies who make the 215 basic feature films did pledge themselves to a strict Code, and what if they did live up to it in every thought, word, and deed, when an almost equal source of supply is codeless? Will the U.S. public know, care, or differentiate between supply sources, or will they lump all features together, regardless of sources, a la current Legion of Decency lists, and praise or denounce the whole industry as a group? Or, will the U.S. public patronize the domestic coded and shun the miscellaneous codeless as something questionable and of lesser quality?

And here is our final point, which probably ranks all others: Aside from the indefiniteness cited in our first point, what teeth can a Production Code have that limits its influence to only one-half numerically of the source of supply, however admittedly important that half, and ignores the theatre outlets which are the ultimate contact with the public and the income source? Prior to the divorcement of production-distribution from exhibition, when the original Production Code was written by Father Lord, a sufficient number of important first-run theatres were owned by producers to act as a threatening economic whip on anyone who deliberately broke it. Since divorcement, no producer can even be certain that one of his Code-conforming features will play a dozen theatres, let alone that the lack of a Code seal, original or revised, will deny a substantial theatre payoff to an objectionable feature. There seems to actually be more theatre respect for the economic pressure of a Legion of Decency "C" rating, because that carries with it the publicity to, and censure of, a religious group

that represents as much as 20 per cent of the total potential patron population.

So, here is our suggestion. We would like to see the M.P.A. collaborate with all theatre owner groups and inaugurate an industry seal, very much like the Good Housekeeping Seal of Approval. Membership in such an organization would be restricted to reputable and decent theatre owners, who operate their theatres cleanly, observe all rules of good taste in their screen entertainment, and require and respect a Code Seal. Membership could be had only by a notarized pledge, legally subject to public dismissal in the event of rule infractions. With each such pledge the member theatre would receive a press book, complete with ad cuts, thumb-nail cuts, marquee ornaments, window decals, publicity stories, etc., that it could use to signal to the public that it will

only play pictures that have not been refused a Code Seal, that it is a reputable and decent theatre where the rules of good taste apply and where it is physically, mentally, and morally safe for the whole family to attend.

With no closer tie than such an organization, and such a notarized pledge, there can be no question of anti-trust violations or restraint of trade. As few as 5,000 theatres could prove to have a wholesome economic effect, and we're betting that nearly three times that number would sign up and love it, if given the chance. And, while this wouldn't remove the vagueness from Code definitions, it would give to the Code the necessary authority and influence to make its observance of paramount importance.

Moral persuasion is just dandy, but we need definite rules . . . and a cop to supervise them!

A GOOD PICTURE . . . AND PARKING FACILITIES

WE HAD OCCASION to stop at a Shopping Center the other night, that boasts of a modern, well-appointed, and well operated 1,000-seat theatre, and what we saw would gladden the heart of any theatreman. On this midweek night, hundreds of cars, in orderly rows, filled the generous parking area. On the big, well-lighted marquee were just four words: "THE SOLID GOLD CADILLAC." And on the boxoffice window was a sign indicating an admission price of 85 cents.

All of this in a suburban location, mind you! The

picture had already played downtown 28 days before. And we dare say that on that very same midweek night other theatres with the same availability, but with no parking, boasted the same show without the same success.

That parking area, as a part of modern management, is the key. To paraphrase the great Nick Schenck: "There is nothing wrong with picture business that a modern, well-managed theatre, a good picture, and parking, can't cure."

Anybody know where that combo isn't doing well?

WHAT'S WRONG WITH MOVIES?

A FRIEND OF OURS, who considers himself a movie fan, has a complaint.

Just recently, he and his wife blocked out a night, arranged for a baby sitter, and planked down a high admission price at their large-circuit-operated movie theatre, to see Paramount's big three-and-a-quarter-hour "WAR AND PEACE." Aside from difficulty in finding a place for his long legs in the narrow seat spacing, they were relatively comfortable and enjoyed the show right up to the end when the house lights came on and they started to leave. With their thoughts steeped in the days of Napoleon, you can picture their surprise and chagrin

when the theatre sound system blared forth for "exit music" with Benny Goodman playing "Stompin' At The Savoy."

So here are two movie fans who now grin and observe: "Yeah! Movies are better than ever, but the people who show them aren't!"

They'll be back another night, but we wonder how many others, subjected to the same poor judgment, won't have the same sense of humor.

We just wonder whether ASCAP or BMI doesn't have some reference lists of mood music that would serve as guides where management has no judgment of its own?

A QUOTABLE QUOTE

WE ARE INDEBTED to Phil Katz, advertising manager, Pittsburgh division of Stanley Warner theatres, for sending us Karl Krug's column from the Sun-Telegraph newspaper of November 18. Talking about the brutal manner in which TV stations hack past film masterpieces into nearly unintelligible globs that make the viewer wonder what made them masterpieces, Mr. Krug concludes:

"KDKA-TV kicked off its so-called Big Movie deal the

other day with 20 commercials within its 90 minutes. Everything, it seems, is 'free', including your exasperation and the insults to your intelligence."

Maybe that is why we hear those optimistic reports from theatremen who have played the same pictures *after* TV, and advertised "NO COMMERCIALS" and "NOW SEE IT IN ITS ENTIRETY, AND IN ITS FULL SIZE."

The public will appreciate quality!

Jay Emanuel

A JAY EMANUEL PUBLICATION. Founded in 1918. Published weekly by Jay Emanuel Publications, Incorporated. Publishing office: 246-248 North Clarion Street, Philadelphia 7, Pennsylvania. New York: 229 West 42nd Street, New York 36. West Coast: Paul Manning, 8141 Blackburn Avenue, Los Angeles 48, Cal. Jay Emanuel, publisher; Paul J. Greenhalgh, general manager; Albert Erlick, editor; George Frees Nonamaker, feature editor; Mel Konecoff, New York editor; Arnold Farber, Physical Theatre and Extra Profits departmental editor; William Haddock, associate editor; Albert J. Martin, advertising manager; Max Cades, business manager; Leo Maestriperi, circulation manager. Subscriptions: \$2 per year (52 issues); and outside of the United States, Canada, and Pan-American countries, \$5 per year (52 issues). Special rates for two and three years on application. Entered as second class matter at the Philadelphia, Pennsylvania, post office. Address letters to 246-48 North Clarion Street, Philadelphia 7, Pennsylvania.

This Year—as EVERY YEAR...

THE MOST POPULAR STARS OF THE YEAR, INCLUDING THESE
WINNERS OF THE **MODERN SCREEN AWARD POLL**,
APPEAR IN UNIVERSAL-INTERNATIONAL PICTURES!

THE MOST POPULAR
Stars OF 1956

AMONG THE **10** MOST POPULAR
Male Stars



**DEBBIE
REYNOLDS**

starring in
U-I's "TAMMY"



**TONY
CURTIS**

starring in
U-I's "MISTER CORY"



**ROCK
HUDSON**

starring in U-I's
"WRITTEN ON THE WIND"



**SAL
MINEO**

starring in U-I's
"ROCK, PRETTY BABY!"

AMONG THE MOST POPULAR
Stars OF TOMORROW

AMONG THE **10** MOST POPULAR
Female Stars



**JOHN
SAXON**

starring in U-I's
"ROCK, PRETTY BABY!"



**JOHN
GAVIN**

starring in U-I's
"FOUR GIRLS IN TOWN"



**JUNE
ALLYSON**

starring in
U-I's "INTERLUDE"



**WILLIAM
REYNOLDS**

featured in U-I's
"MISTER CORY"

*from U-I
The Dependable Company!*



BROADWAY GROSSES

(As of this Monday)

New Films Greet Holiday

NEW YORK—Holiday openings stimulated activity on Broadway last weekend, with two strong holdovers at Radio City Music Hall and the Roxy also contributing to business that was generally above average.

According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the breakdown was as follows:

"The Wrong Man" (Warners). Paramount (\$45,000)*—First week registered a strong \$53,000.

"Anastasia" (20th-Fox). Roxy (\$40,000)—Sensational business continued with \$91,752 in the till Friday to Tuesday and the second week headed for \$123,000. Ice show on stage.

"The Teahouse Of The August Moon" (MGM). Radio City Music Hall (\$144,000)—Continued strong with \$162,225 in from Thursday to Tuesday and the fourth week sure of \$190,000. Christmas stage show.

"Bundle Of Joy" (RKO). Capitol (\$49,000)—Opening week estimated at \$26,000.

"Huk" (United Artists). Globe (\$14,800)—Down to \$7,000 on the last five days of the second week.

"The King And Four Queens" (United Artists). Mayfair (\$15,000)—Opening week was headed for a good \$20,000.

"The Rainmaker" (Paramount). Astor (\$29,000)—Slipped to \$26,000 on the second week.

"Baby Doll" (Warners). Victoria (\$20,400)—Controversial film opened to sensational business to the tune of \$55,234.

"Hollywood Or Bust" (Paramount). Loew's State (\$28,700)—Opening week was headed for a good \$38,000.

*Figures in parentheses are 1955 weekly averages based on MOTION PICTURE EXHIBITOR reports.

Legion Condemns "Woman"

NEW YORK—The National Legion of Decency last fortnight placed on the "Condemned" list DCA's Italian-made "Woman Of Rome."

The Legion stated, "The immoral atmosphere in which the theme of this picture is developed is replete with suggestive situations, dialogue and costuming. Furthermore, its subject matter is highly questionable for entertainment motion picture purposes."

I N D E X

VOLUME 57, NUMBER 9 DECEMBER 26, 1956

SECTION ONE

EDITORIALS	4
THE NEW YORK SCENE	
BY MEL KONECOFF	7
SHOWMANSHIP SWEEPSTAKES	14
THE INTERNATIONAL SCENE	18
NEWS OF THE TERRITORIES	19

SECTION TWO

THE SERVICE SECTION	SS-1—SS-8
(The Pink Reviews Section)	

December 26, 1956

Exchange Workers' Pension Plan Included In New IATSE Agreement

NEW YORK—Employer contributions to create a pension fund for more than 6,000 workers at motion picture film exchanges in 34 key cities throughout the United States have been negotiated by the International Alliance of Theatrical Stage Employees and Moving Picture Machine Operators.

Blanket wage increases of \$3.75 per week also are included in a new two-year agreement, retroactive to Dec. 1, signed by 13 major distributing companies, Warners, National Film Service, RKO, Paramount, United Artists, Columbia, Republic, 20th-Fox, Universal, National Screen Service, Loew's, Allied Artists, and Buena Vista.

The pension fund established by the agreement is to receive six cents for each hour worked, up to straight-time maximum of 37½ hours per week, thus augmenting the weekly wage increases by \$2.25 per full-time employee. The fund will be administered jointly by the employers and the I.A.T.S.E.

Special provisions remain to be worked out in light of the fact that three of the companies, Loew's, RKO, and 20th-Fox,

prior to the industry-wide agreement, had pension plans of their own in effect. In addition to the monetary benefits, the new contracts provide a number of others. Previously, the maximum annual paid vacation was two weeks. Hereafter, there will be a third week for employees who have worked 15 years or more for one company, and other benefits are also included in the pact.

In the past, the top severance allowance was the equivalent of seven weeks' pay. That has been upped to eight weeks' pay after 16 years of employment, nine weeks after 18 years, and 10 weeks after 20 years. A new seniority clause provides that "all lay-offs and all rehiring following lay-offs shall be made according to seniority within each of the respective exchanges covered by the agreement, provided that the senior employees shall, in the judgment of the employer and the union, have the necessary qualifications, experience and ability to perform the available work. In the event of a dispute the matter shall be referred to the general office of the I.A. or the home office of the distributor involved."



The NEW YORK Scene

By Mel Konecoff

MEMO TO EVERYONE: May the Year 1957 be the best ever.

ASSOCIATED MOTION PICTURE ADVERTISERS came through as usual with its Christmas party, this one being the 40th, at the Hotel Piccadilly, where about 125 industries and others attended with the majority walking off with some prize or other.

Master of ceremonies for the occasion was Bob Rothafel, managing director, Roxy, who opined that the year ahead will prove a challenge to the business and the people in it to get the masses back into the theatres. With everyone doing his job to the best of his ability, this can be done, he believed.

Aboard the dais were Martin Starr, Dave Bader, president, Hans Barnstyn, Leon Bamberger, Bob Montgomery, Lige Brien.

THE METROPOLITAN SCENE: The world premiere of "Bundle Of Joy" at the Capitol brought in \$21,000 for Hungarian aid and CARE last week. It was an impressive affair with loads of glitter and glamour, attended by celebrities, civic, business and society leaders, as well as representatives of the press. It was covered by TV, radio newsreels, and the Voice of America. There was a short stage program preceding the film and a party later at the Waldorf for the celebrities. . . . The spirit of Christmas and the flavor of the old frontier joined hands last week as gift-laden stage coaches rolled through the mid-town area calling attention to the opening of "The King And Four Queens" at the Mayfair. Cuties and cowpokes handed out orchids and cigars to pedestrians. . . . The theatre that was once the Gotham and then became the Holiday to feature films and plays both has been done over and has reverted to films again under the name of the Central. Opening epic is "Dance With Me Henry," an Abbott and Costello. . . . Holiday greetings in from the Ed Feldmans, Norman Elson, Ed Rosenfeld, George Waldman, the Gil Goldens, the Leo Brodys, Jack Levin, George Weltner, Robert Mitchum, Burt Robbins, Jeannette Sawyer, Herb Steinberg, the Milt Livingstons, Marathon Newsreel, Bob Dorfman, the Steve Edwards, Charles Jones, the Gene Pleshettes, Walt Disney and staff, Phil Gerard, Mr. and Mrs. Herbert J. Yates, the Chet Bahns, William F. Rodgers, the Monroe Goodmans, the Picoult family, Bob Rothafel, the UPA gang, the Walter Kleins, Bea Ross, Fred Goldberg, Marty Blau, Syd Gross, Leon Bamberger, British Information Service, Charlie Okun, Fortunat Baronat, the Les Sugarmans, Bill and Bessie Ferguson, Sol Handwerger, Carol Levine, the Jeff Livingstons, Mel Gold Productions, a character with bloodshot eyes whom people identify quickly as Nat Lax, etc. . . . Latest U-I promotion piece is on "Rock Pretty Baby." It becomes a one-sheet for lobby use. . . . Last week saw U-I hold a midnight preview for show-biz people who couldn't attend regular showings of "The Great Man," yari about the radio and TV field.

MPAA Sweeps Plan Gets Academy Nod

"Oscar" Reference Barred; All-Industry Conference To Map Contest Plans, Other Boxoffice Boosters Are Set

HOLLYWOOD—The Motion Picture Association of America's contest promotion plan based on the annual "Oscar" awards of the Academy of Motion Picture Arts and Sciences was tacitly approved last week by the Academy board of governors which, meeting here, voted to raise no objection to the proposal, an action tantamount to approval in all but active endorsement.

At the same time, the governors made stipulations to the effect that the term "Oscar Sweepstakes" not be used for the contest and that no likeness of the Oscar statuette be used in promotion, pledging themselves to no legal opposition if the terms are complied with.

The contest proposal was detailed to the governors by Alfred H. Tamarin, chairman of the MPAA merchandising and promotion subcommittee in New York, and by William Hendricks, chairman of the advertising and publicity directors committee here. Tamarin described the Academy's action as one deserving active support from all segments of the industry and as one which "may prove historic" in rallying the industry to the total MPAA program now being formulated.

Following the Academy's vote and the return of Tamarin to New York to report to the MPAA, it was indicated that the business coordinating committee there was preparing to call an all-industry conference, possibly before the end of the year, preparatory to launching the contest in February. The integration of the Academy Awards promotion with other projects to build boxoffice was expected to be undertaken at the same time, in cooperation with COMPO and Theatre Owners of America which have been investigating similar projects, the best points of which might be combined with the MPAA enterprise.

Allied States Association, Independent Theatre Owners Association, Metropolitan Motion Picture Theatres Association, circuits, and other groups have indicated they favor any promotion which would build boxoffice, with the result the Academy's nod was interpreted as the final cornerstone necessary upon which to construct the campaign.

Rothafel Sees Great Future

NEW YORK—Despite the grave challenges of the present, the industry faces a "great future," it was predicted last week by Roxy managing director Robert C. Rothafel, who was speaking as master of ceremonies at the 40th annual Christmas luncheon of the Associated Motion Picture Advertisers in the Hotel Piccadilly. The mission of the industry now, he said, is to draw the masses back into the theatres.

Seated on the dais, in addition to Rothafel, were Dave Bader, Hans Barnstein, Martin Starr, Lige Brien, Leon Bamberger, and Robert Montgomery.

Sarnoff Sees Film Flood As Danger To Television

MIAMI, FLA.—David Sarnoff, Board chairman of RCA, in an address at the 30th anniversary celebration of NBC and its affiliates at the American Hotel last fortnight, cautioned the broadcasting industry not to make "national motion picture screens" of the nation's television sets.

He added that the flood of Hollywood feature films finding their way to TV; and the various Government investigations into broadcasting constituted the main problem of that industry.

Sarnoff said that both RCA and NBC were committed to expansion in the field of color TV.

Cardinal Spellman Hits "Baby Doll" From Pulpit

NEW YORK—Francis Cardinal Spellman last fortnight made an unprecedented attack on the Warners release, "Baby Doll," from the pulpit of St. Patrick's Cathedral.

In addition to urging Catholics to "refrain from patronizing this film under pain of sin," the Cardinal assailed the Production Code Administration for giving it a seal and attacked the picture's advertising as "brazen."

The film had been previously condemned by the Legion of Decency.

Said the Cardinal, "It has been suggested that this action on my part will induce many people to view this picture and thus make it a material success. If this be the case, it will be an indictment of those who defy God's laws and contribute to corruption in America."

Producer Elia Kazan stated that "in this country, judgments on matters of thought and taste are not handed down iron-clad from an unchallengeable authority. People see for themselves and finally judge for themselves . . . I'll take my chances . . ." Neither the MPAA nor Warners would comment on the matter.

Hamilton Exits Paramount

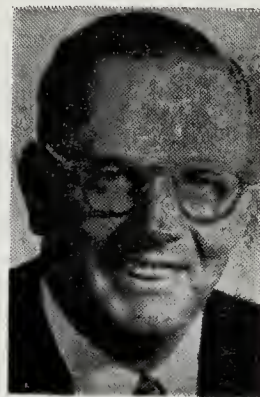
NEW YORK—Following successful launching of Cecil B. DeMille's production, "The Ten Commandments," Maxwell Hamilton, who has for the past year been coordinator of promotion on the VistaVision epic, will leave Paramount on Dec. 31 to return to his post as vice-president of Allied Public Relations Associates. This announcement was made by Jerry Pickman, Paramount vice-president in charge of advertising, publicity, and exploitation.

RKO Sells Theatre Building

NEW YORK—Sol A. Schwartz, president, RKO Theatres, Inc., and Samuel Silk and William Halpern jointly announced last week the signing of a contract covering the sale for \$4,300,000 of the Keith Building property in Cleveland. RKO will continue to operate the Palace, which is part of the parcel, under a 21-year lease-back from the new owners.

Bel-Air Elects Zabel President, Will Expand

NEW YORK—Already regarded as one of the most prolific of independent motion picture production companies in Hollywood, Bel-Air Productions is girding for bigger things with a complete reorganization and plans for expanding their operations.



ZABEL

Edwin F. Zabel, recently retired vice-president and general manager, Fox West Coast Theatres, has been elected president of Bel-Air, with Aubrey Schenck as vice-president and executive producer. Howard

W. Koch as vice-president and continuing his producer-director chores, and Herbert Baerwitz as secretary and legal counsel.

According to Zabel, the main function of the company will be to continue to provide a minimum of 12 features a year for release through United Artists. However, the organization will also move into financing and packaging of productions with outside producers, and will enter the television market in a big way as a major producer.

In keeping with the expansion, Bel-Air has already added to its physical facilities at American National Studios by providing more space for writers and new personnel. Present plans call for strengthening all departments to meet the projected plans with special emphasis on advertising, publicity and exploitation for promotion on marketing and distribution of product.

One facet of Bel-Air's plans includes the developing of new talent for both feature film and television projects. Future plans will include production locales in foreign areas throughout the world when scripts call for such backgrounds as integral parts of the stories.

Technicolor Runs 5,000,000th Ft.

HOLLYWOOD—Dr. Herbert T. Kalmus, president and general manager, Technicolor Companies, announced that five billion feet of film has been processed and manufactured into Technicolor motion picture release prints at the company's Hollywood plant.

For comparative purposes, five billion feet of film would be enough to circle the earth 38 times or to run one motion picture theatre projector at the rate of 90 feet per minute for 105 years without stopping.

Narcotics Films Planned

HOLLYWOOD—It was learned last fortnight that two independent films now in production will benefit from the Production Code changes in connection with the subject of narcotics.

They are George Glass' teenage narcotics expose, "Cloud 9" and Robert E. Kent's "The Story Of Barney Ross," fighter who licked the narcotics habit.

"Around The World" Named Best Of 1956

NEW YORK—"Around the World in 80 Days" has been chosen as the best picture of 1956 by the Committee on Exceptional Films of the National Board of Review of Motion Pictures. In announcing the choice, Henry Hart, chairman of the committee, and editor of the Board's magazine, Films in Review, said that the choice was the result of the Committee's belief that "Around the World in 80 Days" had utilized, more fully and more successfully than any other '56 film, the artistic and technical resources which distinguish the motion picture from the other arts.

The Board's list of 1956's 10 best also includes "Moby Dick," "The King and I," "Lust for Life," "Friendly Persuasion," "Somebody Up There Likes Me," "The Catered Affair," "Anastasia," "The Man Who Never Was," and "Bus Stop."

The Board chose "The Silent World" as the best foreign film during 1956. The Board's other choices for the best foreign films were "War and Peace," "Richard III," "La Strada," and "Riffifi."

John Huston was named the year's best director for "Moby Dick." Dorothy McGuire was chosen as the year's best actress for "Friendly Persuasion." Yul Brynner was voted the best screen actor of the year for his performances in "The King and I," "Anastasia," and "The Ten Commandments." Debbie Reynolds was chosen 1956's best supporting actress for her performance in "The Catered Affair." Richard Basehart was voted the year's best supporting actor for his performance in "Moby Dick."

Censorship Return Feared

WASHINGTON—Restoration of film censorship laws in Ohio and Pennsylvania next year will be vigorously backed in those state legislatures, it was predicted last week by Manning Clagett, director of state legislative activity, Motion Picture Association of America. In addition, Clagett said, groups in Minnesota, Massachusetts, and West Virginia may make efforts to put such laws on the books.

In Ohio and Pennsylvania, censorship statutes recently were rendered inoperative and efforts to revive them came close to success this year, with the result that the industry can expect strong and renewed efforts during the coming sessions of the legislatures, Clagett indicated.

Gold Medal Names Maguire

NEW YORK—Martin H. Poll, president, Gold Medal Studios, Inc., announced last week the appointment of Charles Maguire, Sr., as manager of the famed Bronx Studio.

A veteran of the industry, Maguire spent 14 years directing training and morale films for the U.S. Army Signal Corps before returning to the motion picture industry.

Ginger Rogers Goes Independent

HOLLYWOOD—Ginger Rogers has formed her own independent company for the production of motion pictures and television, according to an announcement last week from her business manager.

Properties for both mediums will be announced in the near future.

Major Loew's Stockholder Urges Resignations Of Five Directors

ITOA Asks Martin-Lewis To Continue As Team

NEW YORK—At a meeting last fortnight of the Independent Theatre Owners Association of New York at the Sheraton Astor Hotel a resolution was unanimously adopted calling upon Dean Martin and Jerry Lewis to reconsider their decision to split as a comedy team and go their separate ways.

The resolution emphasized that Martin and Lewis as a popular comedy combination are a "potent boxoffice attraction" and urged other interested groups to join in "urging Martin and Lewis to continue as a team."

Ripps Succeeds Hickey As MGM Division Head

NEW YORK—Charles M. Reagan, vice-president and general sales manager of Loew's, last week announced the appointment of Herman L. Ripps to the post of west coast division sales manager for MGM, succeeding George A. Hickey who will retire Dec. 31.



RIPPS

Ripps has been assistant eastern division sales manager for the company with headquarters in New York City. He goes to Los Angeles to take up his new assignment early in January, well qualified by a background of experience in distribution. He forsook a career in engineering, for which he prepared at Syracuse University, for training with MGM beginning in 1928.

He learned all facets of branch operation by working in booking, accounting, sales and management posts in numerous branch offices before becoming MGM's youngest branch manager, at Albany, in 1941. He was upped to district manager in charge of the Albany, Buffalo, and New Haven territories in 1945, becoming assistant eastern division sales manager in 1947. He is a native New Yorker, married, and the father of two teen-age sons and a daughter.

Times Sets Seven For '57

NEW YORK—Seven pictures will be put into national release in 1957 by Times Film Corporation, it was announced last week by William Shelton, vice-president in charge of distribution.

The pictures are "Wee Geordie," a George K. Arthur-Times Film release; Emile Zola's "Nana," Sacha Guitry's "The Royal Affairs In Versailles," Jean-Paul Sartre's "The Respectful Prostitute," "Casanova," "Lovers' Net," and "The Devil's Daughter."

NEW YORK—The resignation of five Loew's, Inc., directors, four of whom are vice-presidents, was called for last week by Joseph Tomlinson, Canadian financier who, holding 250,000 Loew's shares, is the largest individual stockholder. The directors named are Howard Dietz, advertising and publicity vice-president; Charles Moskowitz, vice-president and treasurer; Ben Melnick, vice-president and counsel; Charles M. Reagan, vice-president; and George A. Brownell, an attorney. If the resignations are not forthcoming, it was indicated, a proxy fight might ensue.

Tomlinson's demands were made in a letter to president Joseph R. Vogel and were subsequently explored at a company executive meeting attended by Tomlinson and his attorney, Benjamin A. Javits of the firm of Javits and Javits. The latter holds more than 1,000 Loew's shares in his own name. In a copy of the letter released by Tomlinson to the press, it was asserted that the present management of the film company has failed to act in the public interest and that the corporation has been "riddled with nepotism and favoritism." Tomlinson said further that he had met with Louis B. Mayer, former MGM production chief, who has offered to return in a similar capacity, but not under the present management.

It was emphasized by Javits that Tomlinson is acting as an individual stockholder and not as the representative of a committee of stockholders, and expressed the hope that agreement could be reached without his client resorting to a proxy fight. At the same time, it was revealed that Richard Crooks, partner in Thompson, McKinnon and Company, brokerage firm which handles a securities account for Tomlinson, has resigned from the Loew's board having joined it only last month.

Vogel, who succeeded Arthur M. Loew as president two months ago, stated he desires the fullest stockholder representation in the management of the corporation and that it had always been the intention of the company to have a majority representation of non-company members on the board, which stands seven to six in that ratio at present. He further said that he had offered a place on the board to Tomlinson on several occasions, but that the invitation had been declined. Vogel added that he would release shortly a detailed program on the future of the company.

The board reported that earnings for the first quarter of the current fiscal year, ended Nov. 22, equalled 33 cents a share of 5,303,447 shares outstanding, compared with five cents a share in the same period recently from her business manager, standing.

Holden, Paramount In New Pact

HOLLYWOOD—William Holden and Paramount have signed a new contract calling for the Academy Award-winning actor to star in six pictures over a period of years. It is non-exclusive.

National Theatres Income Rises; Rhoden Sees Public Interest High

LOS ANGELES—Earnings of National Theatres, Inc., including capital gains from the sale of real estate, were substantially higher in the fiscal year ended Sept. 25 than in the preceding year, Elmer C. Rhoden, president, announced last week in the annual report to stockholders.

Consolidated net income for the 1956 fiscal year was \$4,648,057, equal to \$1.72 per common share on the 2,699,486 shares outstanding. This included capital gains after taxes of 88 cents a share from the sale of the Roxy, and 21 cents a share from the sale of other theatres and real estate. Profits last year amounted to \$2,886,008, equal to \$1.04 per share, including 11 cents a share in capital gains.

Total gross income for the year was \$59,707,251, compared with \$61,692,043 last year. The most important factor in the decrease in gross income and earnings from theatre operations was the "severe shortage of suitable attractions," Rhoden said.

The public's interest in motion pictures in general has not lessened, he said. "It is obvious that the market exists if the producers can meet and satisfy the entertainment desire of the public," he added.

During the past year 14 unproductive theatre properties and 13 unimproved or non-theatre properties were sold or otherwise disposed of, Rhoden said. These sales, together with the Roxy transaction, enabled the company to materially reduce long-term indebtedness and increase its cash reserve without appreciably affecting earnings potentially, he pointed out.

The company has completed final tests of the Cinemiracle process and this three-panel system of photography and projection can now be used commercially, Rhoden said. The first production under this process, tentatively entitled "Cinemiracle Adventure," is expected to be completed for release in the fall of 1957, he stated. National Theatres has exclusive worldwide rights to and control of the production and exhibition of pictures made in Cinemiracle.

National Theatres is actively exploring opportunities for diversifying its operations through investments in other fields. Cash realized from the sale of the Roxy makes this policy feasible, Rhoden explained.

Concluding his report, Rhoden said, "There is a good indication that the production of Hollywood will meet the demand for more pictures. This, coupled with the growing segment of young motion picture patrons, gives us hope that the new fiscal year will hold better opportunities."

Yates To Hold Stock

HOLLYWOOD—Herbert J. Yates, president, Republic Pictures, stated last fortnight that his stock in the company "is no longer for sale to anyone."

He said that December will be a big month for the company both in gross and volume of playdates and that Republic will start production activity on three pictures in January.

SAG, Matty Fox Agree On Post-48 TV Pay

HOLLYWOOD—The Screen Actors Guild board of directors last week approved a settlement with Matty Fox, C and C Super Corporation, covering the television exhibition of 82 RKO features made after Aug. 1, 1948, and some 50 short subjects, it was disclosed by John Dales, SAG national executive secretary. Fox will pay the SAG \$715,000, of which \$615,000 is to be remitted in 36 monthly installments. The remainder is to be paid from Fox's gross television receipts for the entire RKO package of 740 features when such receipts exceed the average of \$50,000 a picture.

The SAG board, in discussing methods to divide the payments among the actors in the films represented, pointed out that it does not consider Fox to possess the same status as a major producer, and that the agreement with him is not to be interpreted as a precedent.

New \$60 Million Loan Concluded By AB-PT

NEW YORK—Leonard H. Goldenson, president, American Broadcasting-Paramount Theatres reported last week in a letter to stockholders that the company had concluded a loan agreement with several financial institutions for \$60,000,000.

The AB-PT head said that \$12,500,000 of the loan is to be taken down on Dec. 27, 1956; \$42,500,000 on May 31, 1957; and \$5,000,000 by Oct. 1, 1958. There is an option for an additional \$5,000,000 exercisable by Oct. 1, 1958, he said.

The stockholders were told that of the proceeds, \$37,234,000 will be used to pay off existing debts, and the balance will be added to the working capital. The loan will mature serially from July 1, 1957 to July 1, 1977, with a final maturity on Jan. 1, 1978.

The letter to stockholders accompanied the AB-PT fourth quarter dividend check. The payment on common stock included an extra dividend of 30 cents a share, an

Brotherhood Dinner To Launch '57 Drive

NEW YORK—The amusement industry's 12th annual Brotherhood Dinner will be held on Jan. 24 in the grand ballroom of the Waldorf-Astoria Hotel in New York, it was announced last week by William J. Heineman and Spyros S. Skouras, Jr., national co-chairmen of the 1957 Brotherhood Drive.

Jack L. Warner, president, Warner Brothers Pictures, has been named recipient of the 1957 Brotherhood Award. The award is made in recognition of his contributions to better understanding among Americans of all faiths.

More than 1,000 representatives from the motion picture industry, television, radio, and legitimate theatre are expected to attend the dinner, formally launching the annual Brotherhood campaign sponsored by the National Conference of Christians and Jews.

With the cooperation of the film business' production, distribution, and exhibition branches, the Brotherhood Drive will carry the campaign for better understanding among Americans of all faiths to every section of the country.

The national effort will be climaxed by the observance of Brotherhood Week, featuring a membership drive and solicitations of contributions at more than 15,000 theatres.

"Commandments" Sets Mark

NEW YORK—All boxoffice records for an advance sale motion picture have been broken by Cecil B. DeMille's production of "The Ten Commandments" in its first eight U. S. engagements to date, Paramount revealed. Approximately \$2,250,000 has been garnered by the DeMille epic to date. Picture has been playing an average of four-and-a-half weeks at the eight situations. Two-shows-a-day and reserved seat policies prevail.

In consequence of this record achievement, the company said it was unqualifiedly confident that the predicted minimum world-wide gross of \$50,000,000 for the picture in the next few years was certain to be attained.

increase of 10 cents over last year's dividend, in addition to the regular quarterly dividend of 25 cents a share. The preferred dividend is at the regular rate of 25 cents per share.



Sidney Newman, left, advertising-publicity director, Skouras Theatres, and Alfred H. Tamarin, assistant national director of advertising, publicity and exploitation, United Artists, have accepted posts as national publicity co-chairmen of the Brotherhood Drive for 1957 sponsored by the National Conference of Christians and Jews.

Protests Are Planned On Income Tax Change

WASHINGTON—Planned changes in the Revenue Act increasing greatly taxes on personal production corporations did not become effective on Dec. 15 as originally scheduled.

Meanwhile, the Internal Revenue Service was told that its proposal to consider all income of a personal production corporation taxable as income of the star performer, even though much of it has gone to other actors, is in conflict with Congressional intent.

A Revenue Act amendment scheduled for public hearing on Jan. 24 is involved. This is designed to multiply the Federal tax on corporations which market the services of a star. It would go beyond present law to classify as taxable income amounts paid to the supporting cast.

The Motion Picture Industry Committee which includes the Screen Actors Guild, Association of Motion Picture Producers, Society of Independent Motion Picture Producers, Hollywood American Federation of Labor Film Council, Screen Directors Guild of America, Writers Guild of America (West), Artists Managers Association, and the Alliance of Television Film Producers, will file the principal Hollywood protest.

Warners Declares Dividend

NEW YORK—At a special meeting of the board of directors of Warners a dividend of 30 cents per share was declared on its common stock payable Feb. 5, 1957,

RKO Radio Considering Reshaping Production, Distribution Structure

NEW YORK—"RKO Radio Pictures, in the interests of efficiency, is considering the reshaping of its entire production and distribution structure to meet changing trends and conditions in the foreign and domestic markets," it was announced last fortnight by president Daniel T. O'Shea following a series of policy meetings held in Palm Beach, Fla., and participated in by Thomas F. O'Neil, president and chairman of the board of RKO Teleradio Pictures, Inc., the parent company; Michael G. O'Neil; O'Shea; Walter E. Branson, vice-president in charge of world-wide distribution; Edward L. Walton, administrative vice-president; William Dozier, vice-president in charge of production; and Raymond Klune, executive manager of studio operations.

"Steps to modernize distribution procedures have been under consideration for quite some time," said O'Shea, who stated, "various plans are under study, including the possibility eventually of aligning some elements of RKO's domestic and Canadian distribution facilities with those of some other organization."

O'Shea also discussed forthcoming production. Thirteen features were completed during 1956, and the early part of 1957 will see production of four high-budget films, "Stage Struck," "On My Honor," "Galveston," and "The Naked And The Dead."

SIMPP's Arnall Urges Industry To Secure Control Of TV Stations



Debbie Reynolds and Eddie Fisher, stars, RKO's "Bundle Of Joy," recently assisted Edward Emanuel, Philadelphia County chairman, March of Dimes, get the 1956-57 drive underway in the Quaker City, where they also attended a luncheon given in their honor by Variety Club, Tent 13.

NEW YORK—Governor Ellis G. Arnall, president, Society of Independent Motion Picture Producers, last fortnight urged producers, distributors, and exhibitors to acquire ownership or stock interest in television stations throughout the country. Arnall emphasized that while the view did not officially represent the board of his organization, it reflected the membership's position.

Arnall obviously was most concerned over the current domination of telecasting by the newspaper industry, which now has an interest in at least 139 stations. He pointed out that the motion picture industry was better equipped to serve both the medium and the public interest than other business interests and added that this could be accomplished only by this industry moving "from second spot to first spot" in TV station ownership. Television, Arnall said, properly belongs to the entertainment industry rather than the newspaper industry.

Arnall said the group he represented has always been favorable to television, having unanimously favored toll-TV as much as five years ago. Asked whether he had any idea when the FCC would rule on pay-as-you-see, Arnall said he had expected the decision before this. He predicted that the FCC would approve toll-TV on a trial basis.

Touching upon self regulation in TV and motion pictures, Arnall said that there should be a single production code for film on both media. He considered the Production Code, as recently revised, superior to its TV counterpart.

Arnall spoke in favor of the revised code, seeing it as a great improvement and a boon for indie production.

Columbia Dividends Set

NEW YORK—Columbia announced that the board of directors last fortnight declared the regular quarterly dividend of 30 cents per share on the common stock and voting trust certificates for common stock of the corporation, payable Jan. 30, 1957 to holders of record Dec. 28, 1956.

At the same time, the board also declared a 2½ per cent stock dividend.

"La Strada" Voted Best In Burstyn Competition

NEW YORK—The Independent Motion Picture Distributors Association of America announced that the Italian film, "La Strada," has been chosen by a vote of its membership to receive the fourth annual Joseph Burstyn Award as the best foreign-language film of 1956.

The I.M.P.D.A.A. comprises in its membership the leading foreign film distributors. The award will be formally presented at a luncheon of the Association now being arranged.

"La Strada," a Ponti-De Laurentiis production, is being presented in this country by Trans-Lux Distributing Corporation. "The Magnificent Seven" and "Rififi" were respectively second and third in the balloting.

Bank Promotes Golden

NEW YORK—Herbert L. Golden, in charge of the Amusement Industries Group at Bankers Trust Company, has been named vice-president, it was announced by S. Sloan Colt, board chairman.

Golden, who began his career with the bank in 1952, was formerly motion picture editor of Variety, with which he was associated for 14 years.

300 Book "Zarak"

NEW YORK—More than 300 theatres across the country, including 18 major circuits, have responded to the six-month trade paper advertising campaign for "Zarak" and have booked the Warwick production as their Christmas-New Year's holiday attraction. Announcement of the success of the most extensive trade campaign ever conducted by Columbia was made last week by general sales manager A. Montague.

Editing Awards Presented

HOLLYWOOD—American Cinema Editors' Critics' Awards for best film editing of the year were presented to Stuart Gilmore and Leo Catozzo for editing "War And Peace" in the theatrical motion picture category, and to Bernard Burton, Samuel E. Beetley, Desmond Marquette, Roland Cross and Lester Orlebeck for editing "Four Star Playhouse" in the television field.

Lewis To Play Palace

NEW YORK—Jerry Lewis will play the Palace. He and Sol Schwartz, president, RKO Theatres, have signed an agreement calling for his personal appearance at the famous theatre for a limited four weeks starting Feb. 7 through March 6.



“Outstanding mass-appeal...in the ranks of the superior entertainments of the year...will bring out of the homes those who shop selectively for their film fare and want something far better than the routine...scintillating performances...!” *FILM DAILY*

“Absorbing, suspenseful...stimulating entertainment...!”

FILM BULLETIN

“José Ferrer and Universal have done themselves proud with a powerful drama...no punches pulled...adult, racy...Anyone who likes to get solidly entertained, and millions of people do, will find this film a richly satisfying evening...!” *MOTION PICTURE HERALD*

“...holds strong emotional appeal...should interest and entertain adult audiences...!” *SHOWMEN'S TRADE REVIEW*

FAIT

IS THE WORD
FOR

Jose Ferrer

THE GREAT
MAN



CO-STARRING

DEAN JAGGER

KEENAN WYNN

JULIE LONDON

JOANNE GILBERT



ed by JOSE FERRER • Screenplay by AL MORGAN and JOSE FERRER • Produced by AARON ROSENBERG • A UNIVERSAL-INTERNATIONAL PICTURE

SHOWMANSHIP SWEEPSTAKES

1955-56 SERIES Finalists In Contest No. 78

George Nonamaker

Editor

"Friendly Persuasion" Woos Sweeps Judges

PHILADELPHIA—Dick Kline's entry on how he used some friendly persuasion to sell Allied Artists' "Friendly Persuasion" has won this week's \$100 SHOWMANSHIP SWEEPSTAKES contest 78 award.

The entries covered another kiddie promotion and tieup and how to cash in on Elvis Presley without playing the 20th-Fox picture by the name of "Love Me Tender," among others. As one of the judges remarked: "All entries are good this week."

WINNING ENTRY

"FRIENDLY PERSUASION"

Submitted by Dick Kline
Ohio, Cleveland, Ohio

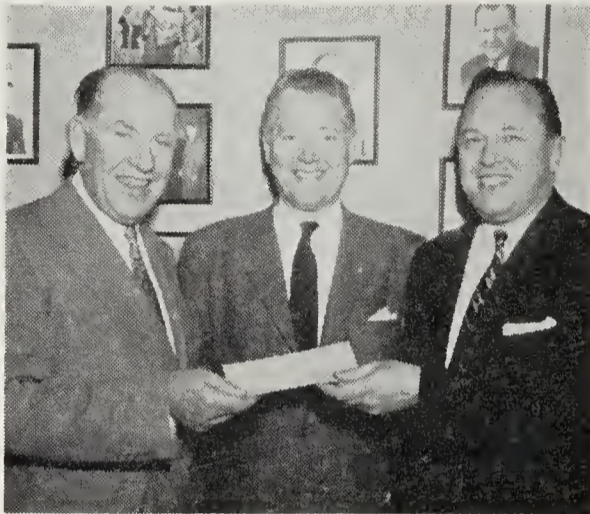
620 seats • 90 cents top admission
General patronage.

We started to brag about this picture a month ahead of playdate with a special lobby piece made up from stills. Badges were worn by the staff and 150 bumper strips were placed on cars, a few on the theatre front, the candy machine and other spots around the house.

A teaser letter was used on the Saturday theatre page two weeks in advance telling that I had seen a preview of the picture and that I recommended it. A teaser trailer was run two weeks in advance and regular trailer 10 days in advance. We had a 30x40 still board with quotes from national magazines out front two weeks ahead of playdate.

Our biggest advance tieup was with a local disc jockey for 13 days ahead of opening. He played music from the picture, plugged the film, mentioned the playdates and the theatre, etc., and the fact that he would broadcast the opening night from the lobby of the theatre from seven to 10 p.m. He practically saturated the air with "Friendly Persuasion." He appealed to all the Pat Boone fan club members to turn out. There are 800 registered names. He played the "Friendly Persuasion" record so much that he actually was reported creating a local demand for it.

The opening night broadcast was terrific. I would say 70 per cent of the opening night business was teenagers. The lobby was packed. They had to have a ticket before they got in. They danced under the marquee. He interviewed them coming in, going out, and had them drive past the theatre and let him know if they were listening by blowing their horns. The Pat Boone Fan Club president was present.



Al Kane, left, United Artists branch manager in Washington, recently presented Jack Foxe, right, Loew's, with \$375 check for his campaign on UA's "Alexander The Great," which tied for first place in MOTION PICTURE EXHIBITOR'S SHOWMANSHIP SWEEPSTAKES contest. Taking part in the presentation is Orville Crouch, Loew's eastern division manager. Foxe staged the campaign when he was manager, Loew's Capitol, Washington, but he is now public relations director of the circuit's Washington theatres.

Many favorable comments were overheard, including some saying they believed we had bought the radio station, judging by the amount of advertising we received.

We held the first special screening the town has had for years, and invited the clergy, the mayor, librarians, educators, others. For the first time we managed to get an announcement made in the schools and a special memo went to all school bulletin boards inviting teachers to the screening. The screening was well attended and we had two cakes decorated with "Try Friendly Persuasion" on display in the lobby, where they were served after the showing with Coke and mints by our staff, who wore corsages built around the "Friendly Persuasion" badges. Comment on the film was truly wonderful, and those present expressed surprise at the reception.

Special treatment in all ads featuring "double your money back guarantee" if not satisfied—definitely got results.

In fact, in five days the house record was broken for any picture ever played. Lines, lines, lines. Now word of mouth is doing the rest.

RUNNER-UP NUMBER 1

BIDS FROM THE KIDS

Submitted by Howard A. Young
Rialto, Peoria, Ill.

1500 seats • 85 cents top admission
General patronage.

This might be called merchandising the

kids back into the theatre and getting paid for doing it.

It is the Producers' Dairy "Bids From The Kids" auction held at the theatre.

The dairy provides one grand prize, a bicycle or something similar, each week plus several other lesser prizes. Kids attending the auction with their sacks of accumulated points bid for the prizes. So that those with just a few points won't be discouraged, at least one boy's prize and one girl's prize are given to anyone who has 25 points or more and is pointed to when a hidden bell rings. The kids raise their hands and an announcer counts up to 25 as he points to different ones. The one he is pointing to when the bell rings, wins the prize for 25 points or less. The prizes are displayed on the stage and the master of ceremonies, assisted by two traveling mikes in the audience, conducts the bidding. This auction is broadcast over WMBD radio direct.

After the auction low priced kids items like yo-yo's, gliders, model airplanes, etc., are sold to the children for 25 points, by the dairy, in order to keep the kids who won't go to the effort necessary to accumulate several thousand points from being discouraged.

Admission for the movie following the auction and lobby sales is 25 points. The house is emptied and the points collected at the door before the start of the movie. Regular customers may pay admission as usual.

The dairy's promotion of the stunt is on radio, television, and in their newspaper advertising. A direct radio broadcast is made from the theatre using radio personnel; and all radio advertising also promotes the auction and "movietime." All TV time used by the dairy also promotes the stunt; and they use our two TV stations every day, sponsoring spots on one station and news on the other. The dairy kicked off the kids stunt with a series of fairly large newspaper ads using one 72 inch ad in color, then settled down to running four inches per week on Fridays attached to the theatre ad.

We run an ad on the screen; have a board in the lobby promoting the feature.

We receive \$75 rental for the theatre and house staff, a kids feature film and cartoons. House opens at 10:30 a.m.

Attendance for the auction averages about 150 to 200 kids with a take of from 10,000 to 25,000 points depending upon the quality of the prizes. This must be thought of in terms of 10,000 to 25,000 quarts of milk. Lobby sales of the small items at 25 points each adds another 3,000 to 5,000 points. Movietime attendance averages 400 to 600 each week or 10,000 to 15,000 points.

This means that for one and one-half years an average of 31,000 points or quarts of milk or pounds of cottage cheese have been coming in every week to this theatre. To go further that is two and one-half million points in the year and a half that this has been in existence—plus—thousands of points that are saved and lost or are still being saved and haven't come in yet—plus the selling effect that thousands of little salesmen (the kids saving points) have on the dairy business in this city.

The theatre gets the additional revenue, makes movie customers out of the new TV generation. They, in turn, resell the older lost audience on coming back to the

movies. The theatre also benefits from the continued mention of its name during all of the radio, television, and newspaper promotion done by the dairy.

RUNNER-UP NUMBER 2

JEEP GIVEAWAY

Submitted by Melvin Katz
Embassy, Johnstown, Pa.

1400 seats • 75 cents top admission
General patronage.

This was one of the most successful promotions I've had in recent years. The entire campaign and promotion cost the theatre \$26 and we netted over \$700 on the one night promotion.

The promotion ran for seven weeks with each merchant giving out a lucky auto coupon with every dollar purchase made at their store. The theatre gave out coupons with every adult admission to the theatre.

Each merchant took additional radio advertising to plug the giveaway, with the theatre mentioned as the place to go to win the jeep on the night of the drawing on a Friday, the 13th.—"Lucky, lucky day!"

Although it was not necessary for the ticket holder to be present to win the jeep, the merchants donated over \$600 in addition prizes to be awarded to patrons who did attend the theatre the night of the drawing.

One cooperating merchant mailed out 6,000 letters to customers and others on his mailing list, telling them about the stunt and the theatre. This was done on his own at no cost to the theatre.

The cost of the prizes and the jeep was shared equally by the merchants taking part in the promotion, as well as the advertising and the tickets given away. In return the theatre ran a trailer for seven weeks prior to the giveaway, crediting each of the participating merchants. In addition, we displayed a special outside lobby board and an inside display.

The 1956 convertible jeep was bannered with copy telling the where and when of its giveaway and each merchant carried store signs. Their newspaper ads also told of the details.

A five-column co-op. newspaper ad kicked off the promotion, and all advertising carried by the theatre and the merchants between the inception of the giveaway and its termination carried mention of the stunt. This included radio, TV, mailing lists and newspaper.

Two days before the date of the giveaway, I keyed the advertising to "Friday, the 13th—This can be your lucky day!"



One of the most unusual tieups of its kind was recently consummated by MGM with 15,000 travel agents in connection with "The Little Hut." Stunt revolves around giving away an island in the Pacific to a winner of a limerick contest starting Feb. 15. Seen, left to right, are Emery Austin, MGM exploitation head, with Robert Favors, MGM, Chicago, at a Chicago convention of the National Association of Travel Agents.

and carried this through to the day of the giveaway.

In addition to the jeep, the other prize awards had a value of over \$700.

The promotion was so successful that the merchants have suggested that another one along similar lines be undertaken.

RUNNER-UP NUMBER 3

CASHING IN WITH ELVIS

Submitted by H. A. Gifford
Kee, Kiester, Minn.

369 seats • 50 cents top admission
Farming community patronage.

We were reminded every day by the teen-agers, and from viewing certain television programs that Elvis Presley is THE hottest piece of entertainment now around.

However, we realized that being a small town exhibitor we would be lucky if we had a print of 20th-Fox's "Love Me Tender" before late next spring, so we decided to capitalize on his popularity without benefit of showing the picture.

We ordered 400 eight by 10 pictures of Elvis at the small cost of \$4.00. When they arrived we took them to our printer and had him print our five-week calendar on the reverse side of "nothin' like a hound dog." Then, we advertised in our local paper, "Take Elvis home with you. Free pictures being given away while they last."

It's funny how shy girls and grown women are about showing their admiration for Elvis; but after purchasing their ticket to our show, they then meekly asked for their photograph. Even the very small girls wanted a picture of "Hound-dog Elvis."

Selling tickets to a rootin', shootin' cow-poke picture was easy, when givin' out pictures of popular Elvis—and we filled the house, and dusted off seats that haven't been dusted off in months.

Besides making money, we were sure our five week calendar would be in everyone's home. It kept the name of our local theatre alive—and gave us extra money in our pockets to jingle.

The cost of having our calendar printed on the reverse side of Elvis was \$3.50.

U-I, Garment Firm Set "Girls" Promotion

NEW YORK—Universal and the Standard Garment Company, a franchised division of Fruit of the Loom, have developed a nationwide promotional contest in connection with the release of U-I's "Four Girls In Town," with the top prizes including four trips to Paris and almost 100 other prizes.

Featured in the promotion will be U-I stars Cynthia Patrick, Ingrid Goude, and Helene Stanton, with the contest to be run in leading department stores throughout the country.

Newspapers in 65 cities will be used to highlight the contest with full page color and black and white ads already set in the Sunday supplements of the Cleveland Plain Dealer, the Pittsburgh Press, the Akron Beacon-Journal, the Chicago Sun Times, the St. Louis Globe Democrat, the Indianapolis Star, the Cincinnati Enquirer, the Atlanta Constitution, the Columbus Dispatch, the Houston Chronicle, the Des Moines Register, the Los Angeles Examiner, the New Orleans Times Picayune, the Buffalo Courier Express, the Milwaukee Journal, the Newark News, the Philadelphia Inquirer, the Baltimore Sun, the Birmingham News, the New York Mirror, and other papers.

In addition, 8,000 25 by 5½ window streamers, 5,000 11 by 14 counter cards, 5,000 one sheets, and 500,000 entry blanks are being prepared.

RUNNER-UP NUMBER 4

"MISS TEEN-AGER OF 1956"

Submitted by Robert Solomon
Loew's Victoria, New York City, N. Y.

2400 seats • 90 cents top admission
General patronage.

With the cooperation of our local newspaper, New York Age Defender, I was able to set up a contest for "Miss Teen-ager Of 1956," the Queen to be crowned at our theatre.

Fabulous prizes were presented such as a \$500 scholarship and an all expense paid trip to Bermuda via Pan American Airway Clipper for the winner; and for runners-up all expense trip to Washington, D. C., and \$500 in cash, outfit of clothing, record players, etc.

The cooperating newspaper gave us two front page stories, plus one full page spread, and a dozen other mentions. Radio station WLIB carried the story and mention of the theatre. The All American newsreel covered the coronation on our stage and this was shown across the country.

The leaders of the community were present the evening of the awards, and a packed house resulted on the night of the coronation of "Miss Teen-Ager." The community was pleased over the contest and so expressed itself to us.

Over 170 teenagers participated in the contest. A "Teacher Of The Year" made the presentations to the winners.

Following the theatre presentation the girls and their escorts, parents and friends were party guests of the newspaper at United Mutual Insurance Company. A highlight of this party was a cotillion dance.

MOTION PICTURE EXHIBITOR

— AWARDS —

\$100⁰⁰ Per Week

TO THE WINNER

OF

SHOWMANSHIP SWEEPSTAKES

YOU, TOO, CAN COLLECT!

SEND YOUR ENTRY IN NOW!

AT A TIME WHEN MOTION PICTURES

THIS TOWERS ABOVE



SHOOTING NOW COMPLETED • IN VISTAVISION • TECHNICOLOR

E AT THEIR GREATEST...

ALL OTHERS!



Cary Grant
Frank Sinatra
Sophia Loren

in **STANLEY KRAMER'S PRODUCTION** of

**"The Pride
and The Passion"**

**THRU
UA**

The International Scene

Canada

First-Run Combination Planned In Toronto

TORONTO—Addition of four theatres to make a nine-theatre first-run chain is planned for the beginning of the year. One Famous Players suburban house, the Oakwood, and one B and F house, the Century, will join with N. A. Taylor's 20th Century Theatres to make up the saturation booking. The other houses are the Downtown, Glendale, Scarboro, State, Westwood, Midtown, and Odeon-Parkdale. The combination incorporates slightly over 9,000 seats, with the two largest being the Oakwood, 1,393, and the Century, 1,354. While Twinex will be responsible for the booking of all the houses, management and operation will remain with their respective owners.

The setup follows upon a number of factors. First, Shea's, Famous Players longtime first-run house, is due to be torn down sometime in January; the Tivoli is tied up with "Oklahoma!", and "Around The World In 80 Days" follows; The Eglinton ties up with the Towne Cinema for the playing of "Friendly Persuasion"; and the Hollywood ties in with the Palace and the Runnymede as a first-run series of outlets.

Canadian Comment

Roger Lewis, director of advertising and publicity, United Artists, told a luncheon meeting of press and radio in Toronto that he was in the city in search of new ideas. He wasn't in the city, he said, "to pitch on a picture." He then went into the contemporary history of UA, which came out of bankruptcy and brought to the film industry a pattern of independent production. He said the company needed product and had to finance that product. Like the producers, the advertising and publicity departments "are on their own," Lewis told the luncheon gathering. He said the company approved the scripts, and the next seen of the film is the work print. While in Canada, Lewis was in touch with theatre executives. He also made an announcement to the TV station officials of UA's proposal to supply featurette material much in the same manner as stills and copy are provided the other media.

CINE CHATTER: A trans-Atlantic telephone call between Kingston, Ont., and Kingston, England, for girls who came to this country from England as war brides is planned for Christmas Eve by manager Ed Burrows, Odeon, Kingston. He made contact with Pat Lambert, manager, Odeon, Kingston-On-Thames, England. . . . Overnight the National Film Board contributed a trailer for use in stimulating theatre audiences to contribute funds for Hungary. . . . The Globe and Mail, Toronto, has dropped reviews of pictures substituting instead a gossip column of chit-chat by its former reviewer, Alex Barris. Barris also continues with his successful TV variety show, Barris Beat. . . .



Gina Lollobrigida, star, DCA's "Woman Of Rome," recently arrived in New York. She is on a world-wide charity tour to raise funds for Hungarian refugee children.

Installation of community TV systems at Kenora, Ont., North Battleford, Sask., and Vernon, B.C., have begun, president J. J. Fitzgibbons of Famous Players declared in an interview. He said that coin-box TV, when approved at Ottawa, would probably be established in large cities. . . . Latest to open in film production units is Dave Smith Productions, one-time National Film Board writer-director. His firm will deal in all production phases. . . . A free guest ticket to see "The Battle Of The River Plate" is being given customers of a Toronto downtown variety store. Helping to push the promotion is Phil Stone, deejay on radio station CHUM, broadcasting from a store window. . . . A fire recently destroyed J. Ferley's 220-seat Hi-Way in Winnipeg Beach, Man., which operated from three to six days weekly. . . . Aime d'Hondt, former theatre manager at Delhi, Ont., received appointment of recreation director by the Delhi municipality for the winter program. . . . M. Snyder, one-time manager, Centre, Pembroke, recently became manager, Community Gardens arena, North Bay, Ont. . . . Amusement taxes collected in Moose Jaw to the end of October totalled \$28,462, as compared with \$35,032 at the same date last year. . . . The Globe, Lafleche, Sash., was sold by Mr. and Mrs. Eldon Flynn to Mr. and Mrs. Andre Nallou, operators, Gaiety.

—HARRY ALLEN, JR.



Etchika Choureau, new French film star, arrived in New York recently from Hollywood en route to Paris to complete her starring role in Warners' "Lafayette Escadrille."

See 40 In C'Scope From 20th-Fox In '57

NEW YORK—Comprising the biggest production program of the past 10 years, definite plans for 55 major pictures to be made and released by 20th-Fox in 1957 were announced following a four day planning conclave of the company's top executive, production, distribution, and advertising chiefs.

The program revealed by president Spyros P. Skouras and executive producer Buddy Adler provides for the possibility of an additional 10 pictures, which would bring to 40 the number of big-budget CinemaScope productions to be made primarily in Hollywood by the studio.

Representing the company at the conference were Skouras, vice-presidents William C. Michel, Joseph H. Moskowitz, Murray Silverstone, and Charles Einfeld; treasurer and secretary Donald A. Henderson; and general sales manager Alex Harrison.

The studio was represented by Adler, Lew Scshreiber, Sid Rogell, Fred Metzler, J. B. Codd, David Brown, Arthur Kramer, Frank McCarthy, Frank Ferguson, and William Gordon. Irving Asher, head of TCF-Television, outlined the 1957 plans for the TV subsidiary.

Warners Names Cohen V-P

NEW YORK—Wolfe Cohen, president, Warners International Corporation, was elected a vice-president of Warners at a meeting of the company's board.



COHEN

Cohen joined Warners in 1925 as branch manager in St. John, Canada, and was promoted to Canadian district manager in 1942, sales manager in charge of Oceania, South America, and the Far East in 1944 and his present post in 1948.

Cohen is in charge of all Warners operations overseas, which include activities in countries the world over with the exception of those behind the Iron and Bamboo Curtains.

20th-Fox Foreign Shifts

NEW YORK—Murray Silverstone, president, 20th-Fox International announced the appointment of Albert Cornfield as supervisor of Continental Europe, England, and the Near and Middle East. John Lefebvre, general sales manager, Continental Europe and the Near and Middle East, has been appointed managing director of these countries. Oscar Lex, home office representative in the Near and Middle East, will become assistant to Lefebvre, and William Lampros will succeed Lex as supervisor of the Near and Middle East.

MPAA Post To Egan

NEW YORK—It was learned last fortnight that the Motion Picture Association of America would soon name Charles Egan, veteran New York Times economic news reporter, as their representative in India, a post formerly held by Sir Clifford Agarwalla, who left it early last year.

Circuit Wins Fight To Build Drive-In

ALBANY—A novel drive-in case reached decision here by former Supreme Court and Appellate Division Justice Christopher J. Heffernan, who held that Klein Theatres, Inc., has a vested right to complete the construction of a drive-in which it started in the summer of 1955 at Jericho Road and Route 9-W, in Bethlehem, N. Y., before the town adopted an ordinance prohibiting drive-ins without special permits.

The Klein corporation contended that it acquired the site on July 22, 1955, and started construction Aug. 16. After the later date, the plaintiff alleged, the Town Board amended its zoning ordinances to prohibit drive-ins without special permits. The town denied a permit to the Klein firm, which brought about a suspension of the work. It progressed to the point where the walls of the booth were erected, although the building had not been roofed.

The Klein family operates the Hi-Way Drive-In, Coxsackie, N. Y., and Mountain, Hunter, N. Y.

Albany

Paul Laube, Colonial manager when the house was closed recently, now directs the Stanley Warner Ritz, replacing Earle Rooney, resigned. Laube was associated with the Skouras circuit in New York prior to his Colonial position. . . . James F. Nullmeyer, Warwick Productions representative, New York, was here to award the prize of a safari in Africa to Mrs. John T. Clark, winner of the national contest conducted in connection with "Safari," released by Columbia. . . . Variety Club received acknowledgment from the family of the late Louis W. Schine for its expression of sympathy following the death of the circuit executive. . . . It was reported that Kallet Theatres would close the Olympic, Utica, N. Y., for reseating. The circuit acquired the downtown first-run from Charles C. Gordon last winter. . . . Universal branch manager Norman Weitman and salesman Eugene Lowe were in Washington for a company district meeting. . . . Albert J. Newman Film Company is the name of the new independent distribution organization conducted by the former Republic branch manager. . . . A charter of incorporation has been granted Cinema Drive-In, Inc., 90 State Street, listing capital stock of 200 shares, no par value. Filer of papers was Hyman Rosenblum and the directors are Anna B. Rosen, Rosenblum, and Leo Rosen.

Atlanta

The parents of Charles Adams, Avondale, have offered a furnished house and an 88-acre farm near Con Covington, Ga., to Hungarian refugees. . . . Tommy Lam, Lam Amusement Company, Rome, Ga., was confined to his home by a broken leg incurred in a fishing accident. . . . Jack Frost, United Artists salesman, is recovering from his long illness. . . . Darlington, S. C., city council's demand for "better pictures or else" in a municipally-owned theatre building has been settled, but not to the satisfaction of the city fathers.

NEWS OF THE TERRITORIES . . .



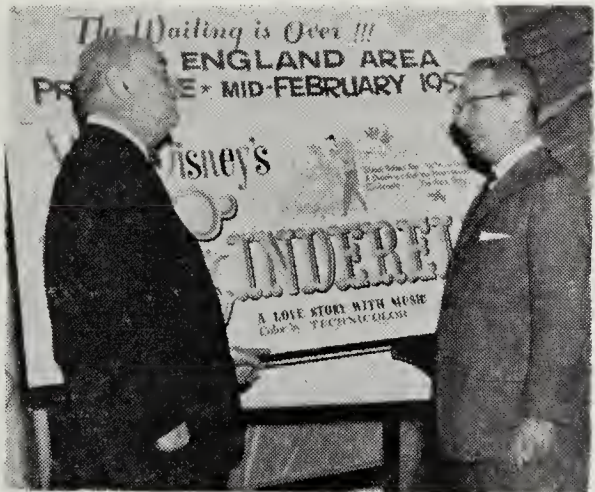
Howard Bennett, manager, National Screen Service, Buffalo, was recently elected chief barker, Variety Club of Buffalo, Tent Seven.

Owner Sam Irwin, who owns the equipment in the theatre; and who owns another theatre outright, has told the objectors he'll close the house rather than be told what pictures to show. He has been playing top pictures in his other house.

Boston

Sympathy was extended to John Sherwin, owner, Colonial, Bristol, Vt., on the death of his daughter-in-law, Mrs. Paul Sherwin, who left four small children. Sherwin has closed the Colonial permanently, after 30 years of operation. . . . The Roxy, Island Pond, Vt., is being reopened Jan. 4 on a trial basis by Eugene Major, who owns the property. At one time, this spot had been taken over by Don McNally, who recently gave it up. . . . Harry Hudson, owner, Randall, Bethel, Vt., was recovering from surgery. . . . Irving Saver, district manager, Alexander Film Company, was to leave for Colorado Springs, Colo., home office of Alexander Film, to attend the annual district managers meeting. New Alexander salesman for Rhode Island is Al Kopech.

PROVIDENCE, R. I., NEWS—Recent unusually cold weather forced the shuttering of many drive-ins. First to close was the Route 44 Drive-In, followed by E. M. Loew's Providence Drive-In. Among those staging a last minute stand against the bitter winds were the Cranston Auto, Boro Drive-In, and Lonsdale Drive-In. . . . Special free publicity when the Sun-



Sam Pinanski, left, president, American Theatres Corporation, and Leo F. Samuels, president, Buena Vista, recently discussed the launching of the re-release of Walt Disney's "Cinderella" at a luncheon held by the film distributing company in Boston for over 100 New England exhibitors.

MGM Names Susse As Albany Manager

ALBANY—Appointment of Edward R. Susse as MGM branch manager here, effective Jan. 4, was announced last week by Charles M. Reagan, vice-president and



SUSSE

general sales manager, Loew's, Inc. Susse succeeds Jack Goldberg, branch manager since 1947, who has been associated with MGM in various sales capacities at Detroit, Cincinnati, Washington, and Albany for about 29 years. Goldberg's retirement was announced simultaneously by Reagan, who stated, "Although Mr. Goldberg has reached retirement age, he is active and leaves the organization with our very best wishes for his continued good health for many years to come."

Susse, also an MGM veteran, joined the company in New York late in 1932 and rose from contract clerk to booker there. He was transferred to Albany, where he became office manager, and was promoted to salesman at Buffalo eight years ago. He has been well known in that territory for his extra-curricular duties, spending much time assisting exhibitors in the promotion of pictures and the development of community good will.

day Journal devoted the entire front page of the amusement section to a feature story on the removal of the once-famous organs. Carrying a picture of Chester McLean, Strand manager, and pictures of the organs, the article stirred up many nostalgic memories. . . . After a two-day, unsuccessful stand, the Metropolitan closed again.

Buffalo

The Little, Rochester, N. Y., the last house there to yield to the wide screen process, soon will have a CinemaScope screen. . . . "The Ten Commandments" was to open last week in the Century, with manager Robert T. Murphy and Paramount field representative Edward J. Wall putting on a big advance campaign. . . . William Brereton, Basil circuit advertising chief, underwent successful surgery in the Buffalo General Hospital. . . . Ed Susse, MGM salesman here, has been

TEASERETTES

PREVUES

ADVANCE

CROSS
PLUGS

FAMOUS FOR MANY USES!

These 3 frame trailers feature art backgrounds, photos and compelling off-stage voice! NO CONTRACTS, NO RETURNS!

FILMACK

1327 S. WABASH
CHICAGO 5, ILL.

\$1.75
each

Court Okays Drive-In Screen Tower Height

BOSTON—In the continuing court action between Independent Amusement Company, operator, Bay State Drive-In, Seekonk, Mass., versus the town of Seekonk and Hyman E. Lepes and Norman Zalkind, Fall River, Mass., Superior Court Judge Vincent Brogna returned a favorable verdict to the defendants.

The town of Seekonk had given a license and a permit to Lepes and Zalkind to build a drive-in within one mile of the Bay State. Independent Amusement took court action against the town contending that the height of the screen tower was in violation of the town zoning laws.

Attorneys for Independent have given notice of their intention to appeal Judge Brogna's decision to the Massachusetts Supreme Judicial Court.

named Albany branch manager. . . . Gertrude O'Hara, sister of George H. Mackenna, Basil's Lafayette managing director, died in Niagara Falls, N. Y., and Mrs. Thomas Fox, wife of the Shea's Buffalo engineer, succumbed here the following day. . . . Ralph Iannuzzi, Warners eastern district sales head, was in to confer with branch manager Nat Marcus. . . . The Palace was to reopen on Christmas under veteran manager Lewis Eisenberg, following redecoration and repairs. . . . Art Rose, Buena Vista branch manager, is at home recovering from illness which required long hospitalization. During his absence, Harvey Reinstein, New York, has been filling the post here. . . . Gene Mielnicki, assistant to manager Sam Gilman, Loew's, Syracuse, N. Y., has been called to the service of Uncle Sam and Howard Phillips, student assistant in the same house, is joining the Navy.

Cincinnati

During a two-day sales meeting in the Hotel Netherland-Hilton, U-I screened the upcoming "Mister Cory" and "Battle Hymn," which were viewed also by a number of exhibitors. James Frew, Atlanta, district manager, and H. H. Martin, New York, southern district sales manager, conducted the sessions, and Frank Schrieber, local branch manager, was host. Branch managers attending included William D. Kelley, Atlanta; J. W. Greenleaf, Charlotte; Buford Styles, Jackson-

Circuit Names Dougherty As Connecticut Manager

BOSTON—Arthur Lockwood, president, Lockwood and Gordon Enterprises, announced the appointment of William Dougherty as district manager, Connecticut. Dougherty will be in charge of theatres in Norwalk, Bridgeport, and Danbury. He has been with the circuit for 10 years, having started as an usher in the Webb Playhouse, Wethersfield. His most recent assignment was manager, Norwalk Drive-In, Norwalk, Conn.

A general meeting of the district managers and all Lockwood and Gordon drive-in managers was held at the home office recently, called by Douglass Amos, general manager.

ville; and R. C. Settoon, Memphis. . . . Chakeres Circuit district and house managers attended a sales meeting in Springfield, O., at which Frank Collins, general manager, presided. District managers present included Gene Lutes and Wayne Frazee, Kentucky, and Jack and Grant Frazee and William Reisinger, Ohio. . . . Late this month, Paramount will move from 1214 West Central Parkway to the heart of Film Row, at 1632 West Central Parkway. . . . States Film Service is enlarging its quarters at 1017 Logan Street to handle the increasing volume of business.

Because of the demand for tickets, extra 10 a.m. screenings of Paramount's "The Ten Commandments" were scheduled in the downtown Grant for Dec. 26, 27, and

Todd's "80 Days" To Bow At Chicago's Selwyn

CHICAGO—Michael Todd has completed negotiations with the Selwyn management to present his "Around The World In 80 Days" and has commissioned architect Bertrand Goldberg to effect the necessary remodeling and to install the Todd-AO equipment.

The cost of the conversion was estimated at about \$250,000, with the result that the Selwyn, which has been a legitimate theatre for many years, will become a permanent addition to the Loop's motion picture houses. The tentative opening date was set for Feb. 15.

Two Antitrust Suits Settled Out Of Court

CHICAGO—Out of court settlement of two long pending midwest antitrust suits were announced last fortnight. In Minneapolis, Nicolett and 11th, Inc., a dissolved corporation which operated the Lyceum from 1946 to 1948, had sued Minnesota Amusement Company, formerly a Paramount subsidiary, and the majors for monopolizing first run. Treble damages of \$870,000 were claimed. The suit had been before Judge Nordbye since 1953.

In Grand Rapids, Mich., Alex Schreiber had sued the Butterfield Theatre Circuit and the majors for preventing his Rialto from competing against the Butterfield theatres for first and second runs. Suit was pending since 1953 for treble damages of \$390,000 for 1935 to 1938, before Judge Starr.

In both cases, plaintiffs' theatres were part of the Alex Schreiber Circuit. Simon and Collen of Chicago represented the plaintiffs in both cases with Lee Loevinger of Minneapolis in the Lyceum case, and with Elden W. Butzbaugh of Benton Harbor in the Three Rivers case.

28. . . . Danny Kaye's "Assignment Children" was screened in the Capitol, with proceeds going to UNICEF. . . . DCA's "Rock, Rock, Rock" was booked into a number of key spots for the holiday season. . . . Helen Cerin, secretary to E. M. Booth, MGM branch manager, and James Lenevduky, booker, treated office personnel to ice cream and cake to celebrate their December birthdays. . . . Republic office personnel staged the annual Christmas party at Schuller's Wigwam, while the United Artists staff held its party in the office. . . . William Schoo, U-I booker, resigned. . . . Evelyn Neihiesel is a new RKO clerk, replacing Carol Hall, resigned. . . . W. G. Mansell, Warners district manager, was in.

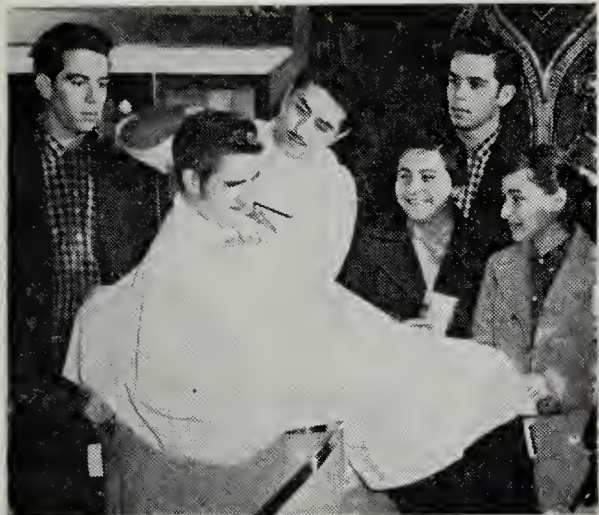
COLUMBUS, O., NEWS—Howard Pearl, exploitation representative, United Artists, was in for the advance campaign on "The King And Four Queens," which opens Dec. 31 in Loew's Ohio. . . . Manager Robert Sokol, Loew's Broad, booked "Oklahoma," in the CinemaScope version, for the week of Dec. 31. . . . Samuel T. Wilson, theatre editor, Columbus Dispatch, was the subject of a full-page



A Japanese hostess in costume was on hand recently to greet the crowds at the Chicago premiere of MGM's "The Teahouse Of The August Moon," Woods.



Charlton Heston, who stars in Cecil B. DeMille's Paramount film, "The Ten Commandments," recently visited Cleveland, where he is seen with a group of Loew's managers. From left to right are Frank Minenti, Loew's Stillman; Frank Murphy, Loew's district manager; Arnold Gates, Loew's State; Heston; Sam Shubouf, Loew's Ohio; and Herb Steinberg, Paramount exploitation manager.



Bob Bothwell, Fox, Detroit, recently set up a barber shop in the lobby to give patrons Elvis Presley haircuts as bally for 20th-Fox's "Love Me Tender."



Howard DeBold, manager, Town, Miami, Fla., recently tied in with the National Guard on his showing of 20th-Fox's "Between Heaven And Hell."

promotional ad in the Dispatch. Praise from manager Walter Kessler, Loew's Ohio, RKO city manager Ed McGlone, and J. Real Neth, Neth Theatres, was included. . . . Carl Long, Eastwood, Edward Bialorucki, Ohio, both in Toledo, O., are now members of Independent Theatre Owners of Ohio, it was announced by Robert Wile, ITOO secretary.

Cleveland

In a realignment of The Press staff following the resignation of Omar Ranney as a movie editor, Stan Anderson has been transferred from radio and TV to succeed Ranney, while Jim Frankel takes over Anderson's post. . . . Robert Martin, manager, suburban Shaker, tied up with the Shaker PTA, whereby the organization takes over the theatre on Jan. 3 for an all-cartoon free kiddy matinee. . . . Jerome Safron, Columbia branch manager, attended the funeral of Jack Cohen, vice-president, in New York last fortnight. Local branch closed at two p.m. that day in memory of the late executive. . . . Paul Vogel was to reopen his Liberty, Wellsville, O., on Christmas. The house has been closed the last 10 months, but the merchants in the town of 8,000 say business has suffererd and are assisting him to open. . . . A first child, a daughter, was born to the wife of Edward Outler, Allied Artists salesman. . . . Gary Davis resigned from the 20th-Fox sales force. He has gone into another field of business. . . . Jack Shulman, independent circuit owner, and Mrs. Shulman celebrated their 40th wedding anniversary. . . . The Jan. 8 annual meeting of the Cleveland Motion

Picture Exhibitors Association will be held in the association's Film Building assembly room. Luncheon for members and guests will precede the business meeting to elect officers for the coming year. . . . Herb and Jack Ochs were in from Dania, Fla., to make final arrangements to close their Cleveland office.

Dallas

Warners' "Baby Doll" will make its bow here on Jan. 1 in the Majestic, despite the fact that the film bears the Legion of Decency's "C" label. The only other film in recent times played by the Interstate Theatre Circuit despite the "C" rating was "The Moon Is Blue." Interstate said that the film's advertising, as is usual for controversial product, will be marked adults only. . . . Woody Gibbs, U-I booker, returned to work following a recent heart attack. . . . O. K. Bourgeois and Mrs. John Jenkins have received prints at the Astor exchange here of "Men Of Sherwood Forest," a new Robin Hood adventure.

Formal dedication ceremonies were held for the new Variety clubrooms. The barkers were guests of the club at a reception and dinner. Principal speakers were Clyde Rembert, retiring chief barker; Edwin Tobolowsky, incoming chief barker; R. J. O'Donnell, International ringmaster; and John H. Rowley, International chief barker. . . . Cinerama had a special showing for the Boy Scouts of "Seven Wonders Of The World" in the Melba. . . . Marvin W. Reeves is filling in for Clarence Nix as projectionist, Interstate screening room.

Motion Picture Center Planned In Texas

FORT WORTH, TEX.—Plans for the development of a multi-million dollar motion picture center on Highway 80 near here were announced by C. Carl Werner, vice-president and principal stockholder, Texas International Productions, Inc. The TIP center will be located on the Fairview Ranch, between this city and Weatherford, Tex., on a tract of about 3,119 acres. Plans include complete facilities for the production of motion pictures, including educational and industrial films and films for television. Estimated cost of the buildings, exclusive of equipment, is \$10,000,000. A nine-story office building also will house a private club for those associated with the entertainment industry.

Other structures in the project will include an auditorium and coliseum for a sound stage, as well as for civic activities, laboratories for the processing and developing of black and white and color films, cutting rooms, and other technical departments. Smaller sound stages also are included in the plan as location for television audience shows. Rehearsal halls and recording studios also are planned. Werner said 300 to 500 persons would be employed full time at the center and peak employment could reach 2,000 during filming operations.

Texas International Productions is a closed corporation and no stock is available, according to Werner. President of the corporation is Kenyon Brown; Werner is vice-president; Frank G. Miller, secretary and treasurer; and Alonzo Baker, S. O. Samuelson, and Fred G. Johnson are all members of the board. Jimmie Fiddler, Hollywood, is board chairman.

Shooting has already begun on TIP's first production, "Johnnie Ringo" on the Fairview location.

Denver

A change in managers at the Vogue Art Cinema saw Jimmy Church being shifted east by Sher Shulman, owner, and his replacement by Dick Packer, who has been managing the Crescent Art, Louisville, Ky. . . . Robert Hazard, United Artists salesman who has been covering New Mexico, has been promoted to city salesman, San Francisco. Succeeding Hazard is Jay O'Malin, moved in from the Des Moines and Omaha territories. . . .



Among those present at the recent gala premiere of 20th-Fox's "Anastasia," Roxy, New York, were, left to right, Charles Einfeld, 20th-Fox vice-president; Anatole Litvak, director of the film; Kirk Douglas; Murray Silverstone, president, 20th-Fox International Corporation; Cecil Bernstein, managing

director, Granada Theatres, England; John LaFebre, 20th-Fox sales manager for Continental Europe; Mrs. Spyros P. Skouras, wife of the 20th-Fox president; Mrs. Harrison; and Alex Harrison, 20th-Fox general sales manager. The opening was a benefit for Judson Health Center.

The Tip-Off On Business

(The Tip-Off On Business is a record of how pictures are grossing in various parts of the country. The rating given the pictures (see key) is a cross section of reports received from the field, and presents a summary of various types of runs. Inasmuch as the rating given cannot constitute the business of each individual engagement, an attempt is made to present a general average. By studying the ratings, which are constantly kept up-to-date, exhibitors may guide themselves in their buying and booking.—Editor)

KEY TO "THE LITTLE MEN" RATINGS: (DECEMBER 26)

- Registering grosses in the highest brackets.
- Good, although not breaking down the walls.
- Just fair, nothing out of the ordinary, average.
- Disappointing, below what was expected.

THE GIRL HE LEFT BEHIND (Warners)		LUST FOR LIFE (MGM)	
GIANT (Warners)		LOVE ME TENDER (20th-Fox)	
FRIENDLY PERSUASION (Allied Artists)		JULIE (MGM)	
WAR AND PEACE (Paramount)		EVERYTHING BUT THE TRUTH (U-I)	
TEENAGE REBEL (20th-Fox)		YOU CAN'T RUN AWAY FROM IT (Columbia)	
THE BEST THINGS IN LIFE ARE FREE (20th-Fox)		DEATH OF A SCOUNDREL (RKO)	
THE UNGUARDED MOMENT (U-I)		SHARKFIGHTERS (UA)	
THE OPPOSITE SEX (MGM)		THE TEAHOUSE OF THE AUGUST MOON (MGM)	
SECRETS OF LIFE (Disney-Buena Vista)		MAN IN THE VAULT (RKO)	

John Allen, MGM division manager, Dallas, and R. H. Mochrie, New York, in charge of sales for "Guys And Dolls," were in for conferences with Henry Friedel, branch manager. MGM held its Christmas party in the exchange, while Paramount and 20th-Fox used the American Legion club rooms. . . . Going to Kansas City for a Universal sales meeting were Mayer Monsky, branch manager, and Frank Green, Harrison and Les Laramie, salesmen. . . . Reville Kniffin, Los Angeles, assistant division manager, were in for talks with Dick Fulham, branch manager.

Des Moines

Consolidation of the RKO Omaha office with the Des Moines exchange was set for this week. The Des Moines office will handle eastern Nebraska and southern South Dakota. . . . Frank Zanotti, RKO head booker, was recently married to Dolores Smith. . . . Dick Jensen has joined the Columbia staff as booker, replacing Bill Bell, who moved to 20th-Fox. . . . Darlene Wellington, secretary, United Artists, planned to resign. . . . Adolph Running, 77, was injured criti-

cally in a freaak accident in the Decorah. Running, when he stood up and stepped back to allow a man to pass in front of him, backed into the exit door, fell on the sidewalk when the door came open, and received a skull fracture. . . . The Lorimer has been closed by Barker and Son. The merchants had been contributing toward the theatre each week to keep it open. . . . Eldon Harwood, city manager, Commonwealth Theatres, Creston, Ia., has been transferred to city manager, Bend, Kans., as of Jan. 1. . . . United Artists has moved to a new building, next door to Republic, at 1207 High Street.

Houston

Lowell Bulpitt, president, Houston Independent Theatre Association, drove 125 miles delivering trailers announcing the Association-sponsored midnight show in the Yale. . . . F. L. Jones has been named manager, Hempstead Drive-In, replacing Jimmy Harris, resigned. . . . The conversion of the Interstate Alameda to the Fred Astaire-Alameda Dance Studio will be completed in mid-January, Interstate



These two best-dressed cowboys were the winners of a recent Saturday show contest and were given the opportunity of advertising the run of 20th-Fox's "The Last Wagon" at the Center, Miami, Fla., by Krag Collins, manager.

city manager Al Lever announced. The elaborate new dance studio will have its formal opening on Jan. 19, according to Lever.

Jacksonville

Bill Beck, managing director, Five Points, had Sal Mineo scheduled for a two-day public appearance here prior to his Florida premiere of U-I's "Rock, Pretty Baby!" . . . Florida State Theatres employees were conducting a Christmas drive for the Will Rogers Hospital, named in honor of the late Jim Cartwright, who led similar drives among Florida exhibitors for many years. . . . Johnny Tomlinson's Warners staff staged a Christmas party with many outside film workers attending. . . . Sheldon Mandell had sidewalk signs proclaiming that the St. Johns was "closed for a beauty treatment," the first thorough renovation the theatre has had since it opened in 1941. . . . Jim Levine had a new Greyhound bus going through town carrying huge banners to advertise the opening of "You Can't Run Away From It" in the Florida.

Minneapolis

A crowd of 15,000 children jammed the five theatres in Fargo, N. D., during the city's recent free movie jamboree. The mass movement started at 10 a.m. and continued on until 5 p.m., when the last show ended. Children went from one



Tribute was paid recently to 20th-Fox International vice-president and general sales manager, Emanuel D. Silverstone via a unique art show held in his honor at the company's home office in New York. Seen looking at some of the caricatures, oil paintings, and art work with Silverstone is William C. Gehring, vice-president and executive assistant to the 20th-Fox president.



Ben Simon, manager, Loew's Metropolitan, Brooklyn, N. Y., recently had a pretty model in gypsy costume serving tea to patrons and telling their fortunes from tea leaves in the theatre lobby as bally for MGM's "Tea and Sympathy."



RKO recently held a preview of "Bundle Of Joy" at Grossinger's, New York's famed mountain resort, where star Eddie Fisher got his big career break and where he and Debbie Reynolds were married. Seen, left to right, are Leonard Field; Walter Branson, RKO vice-president in charge of world wide distribution; Leo Moore; Len Gruenberg, RKO's Empire State district manager; Mrs. Fisher; Eddie Fisher; Jennie Grossinger; and Al Stern, RKO publicity manager.



Town Loses Fight To Prohibit Drive-Ins

HARTFORD, CONN.—Superior Court Judge John J. Cotter has issued a permanent injunction restraining the town of Berlin, Conn., and its zoning commission from enforcing an ordinance banning outdoor or drive-in theatres in that Hartford suburb.

The ordinance was adopted at a special town meeting last April. Its validity was challenged by George LeWitt, pioneer New Britain, Conn., exhibitor, and the Lakeside Realty Company, which owns 39 acres of land in Berlin. The LeWitt interests had planned to build an outdoor theatre.

In asking for an injunction, the realty company said the ordinance is illegal because it is unconstitutional and also because it is a zoning ordinance and as such can be adopted only by the zoning commission.

house to another, some seeing as many as four shows. Participating in the event, which was sponsored by the Fargo Chamber of Commerce, were the Fargo, Towne, Grand, Princess, and Roxy. . . . Harry Weiss, RKO Theatres district manager, was in Iowa and in Champaign, Ill., calling on situations in his territory. . . . Virginia Wendt is the new receptionist at Columbia, replacing Joan Hemmingson, resigned. . . . MGM and Northwest Orient Airlines were cohosts at a sukiyaki party for the press and other invited guests in advance of the opening of "Tea House Of The August Moon" in the Gopher. After dinner, guests went to Film Row for a screening of the film. . . . John Anderson, former exhibitor, Plankinton and White Lake, S. D., died at his home in Mitchell, S. D. His son-in-law, Bud Carroll, has been operating the Anjune, Plankinton, and the Aurora, White Lake, for the past year. . . . Walt Raschick has resigned as executive secretary, Variety Club of the Northwest, to become executive secretary, United Cerebral Palsy, Minneapolis. . . . A youth threw an apple through the screen of the Oazukee, Port Washington, Wis., during a matinee, according to William Roob, operator, who issued a statement that he believed teenage vandalism was fast reaching alarming proportions.

New Haven

Division manager Harry F. Shaw, Loew Poli New England Theatres, extended Hungarian refugee coming into New Haven the opportunity to see movies in Loew's Poli or the College as the theatre's guests. . . . Manager Morris Rosenthal, Loew's Poli, is better after a sick leave in Florida. . . . Weather held up construction of the new national Film Service Building. . . . One of the biggest sponsored Christmas shows was the Sargent and Company event in Loew's Poli. Another big one is scheduled for Dec. 29, when two shows are set in the Roger Sherman, with W. T. Grant footing the bill. . . . Pine Drive-In, Waterbury, Conn., closed for the season, used the location to sell Christmas trees and offered two passes with the sale of each tree.

HARTFORD, CONN., NEWS—John Calvocoressi, partner, Bercal Theatres, Inc., was host to a Boy Scout troop on an extensive tour of theatre facilities. . . . William Dougherty, with Lockwood and Gordon Theatres in this territory since 1946, has been promoted to district manager, supervising Bridgeport, Norwalk, and Danbury, Conn. . . . Francis O'Neill, formerly with New England Theatres, Inc., has joined Smith Management Company. His initial assignment is working with Chet Philbrook, manager, Meadows Drive-In. . . . Sal Adorno, Sr., general manager, M and D Theatres, Middletown, Conn.,

hosted Middletown Press newsboys at a traditional holiday showing in the Palace there.

New Orleans

At the recent installation of Variety Club officers, Irwin Poche was appointed general chairman of the Variety International convention to be held here in April. . . . Newcomer at Paramount is Joan Escabara. . . . The rebuilt Melroy, Taylorsville, Miss., owned by L. R. McIntosh, opened recently. Among the first-nighters was R. L. Johnson, Johnson Theatre Service, who handled the sale and installation of new equipment. . . . Edna Blanks is the new secretary to Joy N. Houck, Joy's Theatres president. . . . Robert R. O'Donnell, Lippert branch manager, and Herman Beiersdorf, sales manager, were in Dallas to confer with Harold F. Cohen, Harold F. Cohen Enterprises. . . . Mississippi exhibitor A. L. Royal revealed that he plans to open a 5000-watt radio station at Meridian, Miss. . . . RKO's "Bundle Of Joy" was the feature shown at a Christmas party in the RKO Orpheum, sponsored by RCA Victor record dealers. . . . Columbia promotions announced by branch manager Duke Duval include Jeff Kinerd, head shipper, to office manager, succeeding the late John Grainger; August Stierwald, shipper, to head shipper; and Reece Maret, assistant shipper to shipper. . . . Area Christmas parties reached a new high this season.



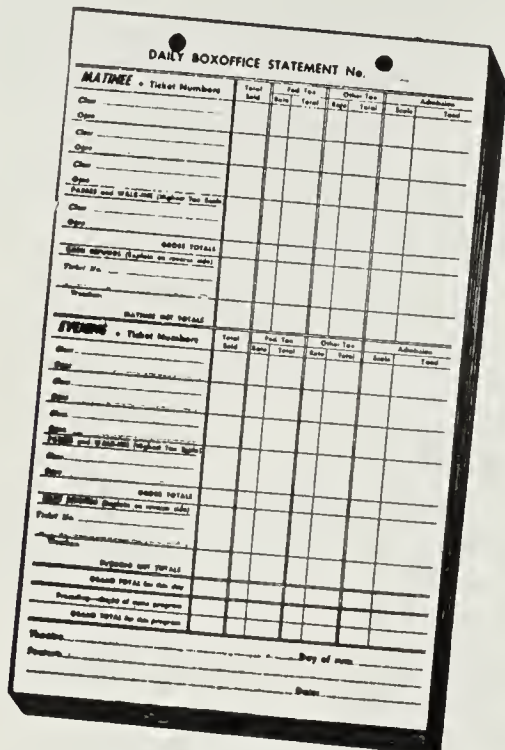
MGM recently latched on to a novel twist with its campaign on "Teahouse Of The August Moon" when four Japan Airline stewardesses were engaged to tour 16 U. S. cities on behalf of the picture. Here they are seen in New York with Emery Austin, MGM exploitation head.



B. S. Moss' Lee, Fort Lee, N. J., recently celebrated its fifth anniversary, and present for cake cutting were, left to right, Larry Morris, B. S. Moss executive; theatre manager Marvin Rosen, TV singing setar Erin O'Brien; and comedian Phil Foster.

BOXOFFICE STATEMENTS

—a Daily memoranda of the complete THEATRE CASH CONTROL SYSTEM



Printed on both sides so that complete factual totals for one day can be kept on one 8½ x 5½ inch sheet, each itemizes:

1. OPENING AND CLOSING TICKET NUMBERS
2. PASS AND WALK-IN TICKET NUMBERS
3. CASH TOTALS
4. TAX TOTALS
5. PROGRAM, WEATHER, AND OPPOSITION
6. SPACES FOR HOURLY TOTALS
7. MISCELLANEOUS INCOME AND DEPOSITS

Made up in pads of 50 per pad, each sheet is punched for saving in a standard ring binder with the date at the lower right corner for quick reference when filed.

Price per pad: 25c each

All sales prepaid. Please send check, money order or stamps with order. Sold under money back guarantee.

Ask for **SAMPLE SHEETS!**
Sold ONLY to Subscribing Theatres by
EXHIBITOR BOOK SHOP
734-48 N. Clifton Street, Philadelphia 7, Pa



An invitation preview of U-I's "Battle Hymn" was held recently at the RKO 86th Street, New York, and among those present were, left to right, F. J. A. McCarthy, U-I assistant general sales manager; Ambassador Y. C. Yang, Korean Mission to the U. S.; Colonel Dean E. Hess, upon whose life the film is based; and Ambassador B. C. Limb, Korean Mission to the U.N.

New York

The sum of \$32,500 was raised for the Judson Health Center at the world premiere of 20th-Fox's "Anastasia" in the Roxy. Director Anatole Litvak headed the list of notables present, which included Spyros P. Skouras, 20th-Fox president. . . . A gala midnight preview of U-I's "The Great Man" was held in the Sutton. . . . The Fifth Avenue Cinema plans to return to a first-run foreign film and art policy on March 1. . . . John D. Rockefeller, 3rd, president, Japan Society, Inc., and His Excellency, Masayuki Tani, Japanese Ambassador to the U. S., head the cooperating committee for the Japanese Film Week which the Motion Picture Association of Japan is sponsoring here Jan. 20-25. . . . "Tel Aviv Taxi," first comedy feature with complete Israeli treatment, will open in the Cameo this week.

Philadelphia

The Carman closed. . . . The Dell and Stratford reopened on Christmas. . . . New officers of the Colosseum of Motion Picture Salesmen are Max Bernstein, president; John McFadden, vice-president; Joe Schaeffer, secretary; and Alan Stroulson, treasurer. . . . The Eddie Fisher luncheon in the Variety Club was quite a success. . . . Milgram Booking Service, Inc., held a Christmas party in the RDA Club for all bookers on Film Row. . . . Iz Perlin,



DCA, along with Loew's Theatres in New York, recently combined in an all out ad-publicity-exploitation campaign on "Rock, Rock, Rock," with the above float part of the street bally.

Variety Club Telethon Assists CP Drive

NEW ORLEANS—According to Henry G. Plitt, campaign chairman, United Cerebral Palsy Association of Greater New Orleans, the star-studded telethon sponsored by Variety Club recently had brought in estimated donations of more than \$105,600 at the time the show went off the airways after more than 20 hours of continual broadcasting over WJMR-TV. Although the contributions exceeded the total for last year, the goal for this year of \$160,000 had not been achieved, although the possibility remained that belated donations might close part of the gap.

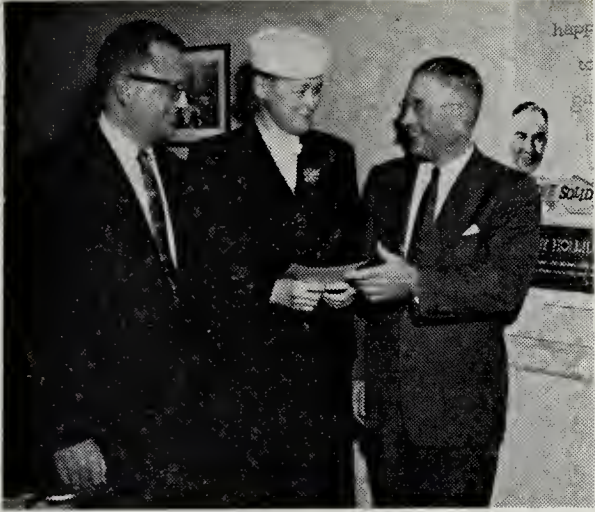
Assisting Variety in the money-raising effort were 300 volunteer workers from the WOMPI, the Variety women's auxiliary, the Council of Jewish Women, and other organizations. Vehicles of the National Guard and the Yellow Cab Company, all radio-controlled, were used to collect contributions from telethon listeners. Children from all parts of the city aided in the collection from friends and neighbors.

Among the Hollywood personalities donating their time and effort to the telethon were George "Foghorn" Winslow, who emceed a portion of the show for children; Edgar Bergen, principal master of ceremonies; his wife, Frances Bergen; Charlie McCarthy and Mortimer Snerd; Forrest Tucker; and others.

manager, SW Stanley, Camden, N. J., is one of SW's top Cinerama group salesmen. He recently sold out an entire performance of "Seven Wonders Of The World," Boyd, here, for the Friday matinee, Jan. 25. All SW managers in the local zone are cooperating with Cinerama in individual and group selling. . . . Mrs. Jean Kalman announced the engagement of her daughter, Tobe, to Anthony G. Amsterdam. Miss Kalman is the daughter of the late Jack Kalman.

Senator Clifford Case will be principal speaker at the Variety Club Tent 13 annual installation dinner on Jan. 7 at the Bellevue-Stratford Hotel. Morey Goldstein, Allied Artists executive, will also attend. . . . Stanley Warner Theatres hosted the branch managers of the Vine Street film exchanges at a merry Christmas luncheon and party at the R.D.A. Club; and practically every exchange had happy parties this year to celebrate the yuletide. . . . Condolences are extended to MOTION PICTURE EXHIBITOR employee William Snyder upon the untimely death of his wife. . . . "Five Steps To Danger" was screened at Variety Club, courtesy of United Artists. . . . Reservations were being taken for the Tent's New Year's Eve party.

READING, PA., NEWS—The Fich interests, leasing the Plaza, the former Orpheum, owned by the Masonic Temple Association, were showing "Elysia," nature camp feature, for its fourth week. With "Elysia" are being shown pictures of wrestling champions in action. . . . Christmas week brought its usual quota of midnight shows preceding the holiday, and with them Yule parties and gift giving for theatre employees. Christmas decorations were lavish in most theatres.



Elizabeth May Fisher, Souderton, Pa., recently won a share of General Matars stack offered in Bache and Company's composition contest held in conjunction with the showing of Columbia's "The Solid Gold Cadillac," SW Mastbaum, Philadelphia. Seen with her are Birk Binnard, director of advertising and publicity for SW Theatre's Philadelphia zone, left, and Jahn E. Fricke, resident partner, Bache and Company, Philadelphia.



The four Japanese airline hostesses MGM has announced to exploit "The Teahouse Of The August Moon" recently visited Philadelphia where they attended a Japanese luncheon. Seen, left to right, are Ed Gallner, MGM representative; Rex Poltier and Wayne Robinson, The Bulletin; the Japanese girls; Helen Lawe, The Inquirer; MGM branch manager William Madden; and Benn Blum, 2601 Parkway.

War On Delinquents Declared By Manager

WILMINGTON, DEL.—Chester Gingras, manager, Milgram's Park, recently made double-column headlines in the Journal-Every Evening and Wilmington Morning News with his announcement of "declaring war on delinquents—young and old" to keep them out of the theatre. Co-operating was the youth division of the Wilmington police, launching a project to stop rowdyism and vandalism by juveniles in local theatres.

Captain Charles P. Hollahan, youth division head, said his staff would get into the problem with the questioning of four boys who were arrested in the Park in connection with the theft of \$67.20 worth of dishes. Gingras, who said he had tried his own hand at curbing youths running up and down the aisles and shouting, had not reported to police damage of \$100 or more to plumbing in the theatre the same evening.

From now on, Gingras stated, he is going to ban on sight "about 100" youngsters in the 14-16 age bracket from entering the theatre. "They are nothing but a bunch of delinquents," he said. "All they do is keep people away who come to the movies to enjoy them." The manager blamed parents as well as the youngsters. "Sometimes," he said, "I think they just give them the money to go to the movies to get them out of sight."

Pittsburgh

Only four theatres remain in the Ideal Amusement circuit, now that the Laurel, Johnstown, Pa., has been sold. . . . The Hiland, Natrona Heights, Pa., now is a furniture store. . . . Francis Guehl, United Artists branch manager, was chairman of the annual Variety Club Christmas party, held in the Pittsburgh Room of the Penn Sheraton Hotel. . . . McKeesport, Pa., has wiped out its five per cent amusement tax. Theatre owners and managers said theatres would have to close if they did not get help. McKeesport had eight houses at one time, but now has but three. . . . Republic's only sales representative, Frank Dana, was laid off. He is a brother of Pete, United Artists. . . . James H. Alex-

ander, Alexander Theatre Supply, was recuperating from surgery in Allegheny General Hospital.

The Teamsters Union attempted to take over the union activities of the exchange employes, but failed. . . . William Serrao, Circle, New Kensington, Pa., died last fortnight. . . . Braddock, Pa., has reenacted its special taxes, including the five per cent amusement levy. . . . The Laurel, Johnstown, Pa., has closed and will be dismantled. It is one of Ideal Amusement Company houses, operated by Miss Cuba Walker. . . . Mrs. Goldie Barthlow succeeds Don Shultz at the Lee, Fairmont, W. Va., as manager.

St. Louis

Carter Smalley, owner and operator, Ritz, Van Buren, Mo., and the Winona Drive-In, Winona, Mo., has begun preliminary construction of a new drive-in for the Van Buren area. . . . The Scott, Golconda, Ill., operated by Walter Scott, closed for an indefinite period. . . . The neighborhood Roxy here was closed for the week before Christmas. . . . Local film exchanges all enjoyed a four-day holiday over Christmas and it was expected that most of the companies would follow a similar policy over the New Year weekend. . . . John L. Pyrtle, with Altec in

UA's Tunick, Kositsky To Be Honored At Dinner

PHILADELPHIA—Gene Tunick and Stanley Kositsky, United Artists, will be honored on Monday evening, Jan. 21 at a testimonial dinner tendered in their honor by the Motion Picture Association of Philadelphia in the Bellevue-Stratford Hotel.

Both men received promotions recently. Tunick, former branch manager here, was advanced to eastern district manager, covering operations of the UA branches in Boston, New Haven, Philadelphia, Buffalo, and Cleveland; Kositsky was advanced to branch manager here transferring from Buffalo.

Al Davis and Bill Madden are co-chairmen for the affair.

Mr. Theatreman:

Plan now to attend the
VARIETY CLUB
OF PHILADELPHIA

Testimonial Dinner

Honoring

MAXWELL GILLIS

RETIRING CHIEF BARKER

and

SYLVAN M. COHEN

NEWLY ELECTED CHIEF BARKER

on

Monday Evening, January 7

6:30 P.M.

at

THE BELLEVUE-STRATFORD

Philadelphia



NEW JERSEY

MESSENGER SERVICE

305 N. 12th STREET

PHILADELPHIA

LOmbard 3-3944, 3-3945

MEMBER NATIONAL FILM CARRIERS, INC.

**PROGRESSIVE ELECTRIC
CONSTRUCTION CO., INC.**

240 N. 13th STREET • PHILADELPHIA 7, PA

*Theatre Installations
and Maintenance*

HENRY FRIEDMAN

Realtor and Insurance

*Specializing in Theatre
Real Estate and Insurance*

(Member Main Line Board of Realtors)

17 W. Lancaster Ave., Ardmore, Pa. GR 7-5730

THEATRE SEAT COVERS

Hayco seat covers for all makes
and models of theatre chairs.

JACK HAYES SEATING SERVICE
ONE MONICA PLACE, BALDWINVILLE, N. Y.

The A-MAN Corner

Theatre managers . . . assistant theatre managers . . . theatre advertising and publicity men . . . film buyers . . . film bookers . . . circuit executives . . . maintenance and equipment engineers. IF you* are looking for a job, . . . or IF you* are looking for a man, . . . just describe your needs in 25 words or less and send to "The A-MAN Corner." Add your name and address. Names and addresses will be published unless a box number is requested. All such "classified ads" will be published in three consecutive issues and then dropped. If success does not crown an original effort, it can be repeated through a new application after a 60-day interval.

This completely new EMPLOYMENT SERVICE is available to ALL theatres without reservation. It is not necessary to subscribe to MOTION PICTURE EXHIBITOR to avail yourself of this service. No other industry trade paper offers it! And it is completely FREE!

*A (WO)MAN is also welcome . . . but in this preponderantly male business, she should specify her sex.

EXPERIENCED MANAGER AVAILABLE. Bought, booked and exploited pictures. Handled promotions and concessions. Superintended 4 theatres. Excellent references. 25 years in business. BOX A1219, c/o M. P. EXHIBITOR, 246 North Clarion St., Phila. 7, Pa.

PROJECTIONIST AVAILABLE. 8 years' experience. Sober and reliable. Married, one small child. Wife can cashier. Have excellent references. Will go anywhere. Write or wire RALPH COX, General Delivery, Durham, N. C. (1219)

MANAGER AVAILABLE. Drive-In, conventional experience. Exploitation, maintenance minded. 3 years' college. Age 30, wife and son. Presently employed, available on notice. Prefer Los Angeles vicinity. BOX B1226, c/o M. P. EXHIBITOR, 246 North Clarion St., Phila. 7, Pa.

Address all correspondence to—

The A-MAN Corner

Motion Picture Exhibitor
246 N. Clarion St., Philadelphia 7, Pa.

this area until a year ago, when he took over Indianapolis for RCA as a service engineer, has returned to this territory for RCA, the dealer for which is Mrs. Arch Hosier's St. Louis Theatre Supply Company. . . . Charles Weeks, Jr., Dexter, Mo., recently joined the sales staff of the A. V. Cauger Service Company. His mother is operating the Weeks, Dexter. . . . Vincent O'Leary, manager, Majestic, East St. Louis, Ill., has been installed as president of the Exchange Club there.

San Antonio

Richard Swain, Majestic maintenance man, was the artist behind the Christmas decorations in the lobby. . . . A Christmas party was to be presented by the Veterans of Foreign Wars in the Teatro Nacional, one including a full-length feature, cartoons, and a stage show made up of local talent. Admission was to be by donation of canned food, package foods, or any other food that could be distributed to underprivileged families. . . . The Park-In Drive-In has been remodeled by the Bordentown Lone Star Drive-In Theatre Circuit. . . . Oliver B. Thomas, former manager, State, now is on the retired list of the Interstate Circuit. . . . Ushers in the Texas are being decked out in new uniforms, according to Tommy Powers, manager. . . . Maria Garza, accounting stenographer, Clasa Mohme, was on the road to recovery following an operation. . . . The National has booked a Gay Nineties stage revue for a week's run, according to Ignacio Torres, manager.

Jacob Elder, Interstate home office, was a visitor. . . . Jim Gillespie, 20th-Fox, Dallas, was in calling on local exhibitors.

WANTED, ASSISTANT AT ONCE for small town theatre. Must know projection, minor repairs. Give full details in first letter, salary and references. BOX A1212, c/o M. P. EXHIBITOR, 246 North Clarion St. Phila. 7, Pa.

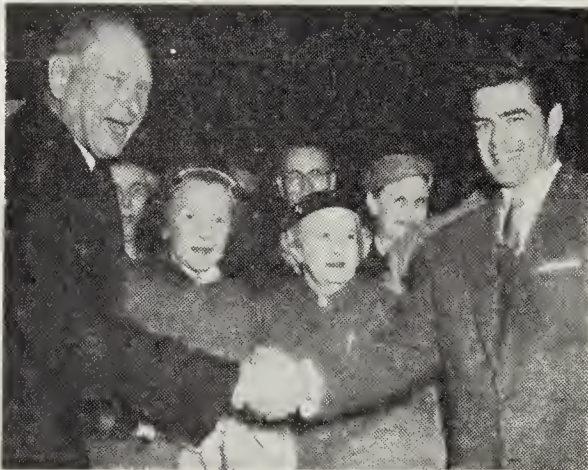
HIGH CALIBER SHOWMAN available. Experienced all phases theatre operation. Top references from big time circuits. Prefer Art Theatre operation in New York area. Resume furnished. BOX B1212, c/o M.P. EXHIBITOR, 246 North Clarion St., Phila. 7, Pa.

WANTED: DRIVE-IN THEATRE MANAGER to start work April 1. Eastern Ohio location. State age, references and desired salary. All mail kept strictly confidential. BOX C1212, c/o M. P. EXHIBITOR, 246 North Clarion St., Phila. 7, Pa.

THEATRE MANAGER AVAILABLE. Age 29, married, 12 years' experience in all phases of management, exploitation. Best references. Midwest preferred. BOX A1226 c/o M. P. EXHIBITOR, 246 North Clarion St., Phila. 7, Pa.

. . . Sheriff J. W. Brownlow is conducting an investigation of a fire which destroyed the Rex, Brownsboro, Tex. The loss was estimated at \$35,000. Brownlow said the building was engulfed in flames when the fire was discovered. It was the second time within two years that the theatre had been destroyed by fire. The house was owned by Bennie Tompkins. . . . Eldon Hughes, manager, State, Wichita Falls, Tex., since 1939, resigned his post recently and has been replaced by Billy Ray Roten, former assistant manager, Wichita. Bobby Isaacs has been named assistant manager, Wichita, according to James E. Unger, Interstate city manager.

Fire destroyed the Royal, Van Alstyne, Tex., and disrupted telephone and electric service for three hours. . . . Frank Gardner, theatre owner, Baird, Tex., is recovering from a heart attack. . . . Fire closed the Texas, Abilene, Tex., operated by John J. King.



Jeff Richards, MGM star of "The Opposite Sex," recently met Virginia's Governor and Mrs. Thomas B. Stanley in Richmond.

Seattle

Recent shifts within the Sterling circuit chain include the appointment of Ib Johansen as assistant manager, Northgate, and Allen Pippenger, assistant manager, Lake City. Both houses are under the management of Harold Sohns. In other Sterling appointments, Earl Wisner, Jr., formerly at the Dalles Drive-In, The Dalles, Oregon, has been named new manager, new Lewis and Clark here. His assistant is Vic Solum. . . . Glen Haviland, 20th-Fox salesman, and Jim Brooks, office manager, have returned to work after recuperating from illnesses. . . . "Anastasia" has been set for the Fifth Avenue as the New Year offering, to open Dec. 31. . . . Frerd Danz was in California for a week to inspect Sterling drive-ins, the La Mirada, Norwalk, and the Hastings, Pasadena.

PROGRAM and RUNNING TIME FORMS . . .

Now used by over 5000 theatres!

Price: 25c per 50-sheet pad

These forms are prepared for convenience in disseminating accurate information to the key members of a theatre staff so that they may answer intelligently the patron questions most frequently asked; or so that they can cue and time their show.

Daily turnover running time can be easily computed from the running times of the individual subjects that make up the bill.

One copy each week: (1) on your desk, (2) to your cashier, (3) to your doorman, (4) to your projectionist, and (5) to your head usher or floor supervisor will be sufficient to keep uniform information throughout the theatre.

Ask for **SAMPLE SHEETS!**
Sold ONLY to Subscribing Theatres by
EXHIBITOR BOOK SHOP
246-48 N. Clarion Street, Philadelphia 7, Pa.

ALLIED ARTISTS

Fighting Trouble (5623)

COMEDY
60M.

ESTIMATE: Lower half filler.

CAST: Huntz Hall, Stanley Clements, Queenie Smith, Adele Jergens, Thomas B. Henry, Tim Ryan, Joseph Downing, Laurie Mitchell, David Condon, Danny Welton, William Boyett, John Bleifer, Charles Williams, Clegg Hoyt. Produced by Ben Schwab; directed by George Blair.

STORY: Needing money, Stanley Clements takes his pal, camera bug Huntz Hall, to newspaper editor Tim Ryan in an effort to get him a job. Ryan needs photo of gang boss Thomas B. Henry. The boys pose as interior decorators at the apartment of Adele Jergens, Henry's girl friend, but get thrown out. Next they tangle with Joseph Downing, out-of-town hoodlum Henry has imported and get him to hide out in their boarding house run by Queenie Smith. Hall impersonates Downing and is getting the lowdown on the counterfeiting racket when Downing's girl friend, Laurie Mitchell, arrives and complicates matters. When the boys seem in a really tight spot, the police arrive.

X-RAY: The Bowery Boys ain't what they used to be. In fact, the current entry is merely filler for the lower half in non-discriminating spots. It is more ridiculous than funny and the antics are more silly than anything else. Elwood Ullman wrote this. The bears a Legion of Decency "B" rating.

AD LINES: "They're Keyhole Snoopers With a Crazy Camera"; "Gaudy Gangsters, Molls In Mink, Cons From The Clink—Jeepers What Creepers!"; "Gags, Gals, Giggles!"

BUENA VISTA

Westward Ho, The Wagons

WESTERN
WITH MUSIC
90M.

(CinemaScope) (Technicolor)

ESTIMATE: Attractive western especially for younger set.

CAST: Fess Parker, Kathleen Crowley, Jeff York, David Stollery, Sebastian Cabot, George Reeves, Doreen Tracey, Barbara Woodell, John War Eagle, Chubby O'Brien, Tommy Cole, Leslie Bradley, Morgan Woodward, Iron Eyes Cody, Anthony Numkena, Karen Pendleton. Produced by Bill Walsh; directed by William Beaudine.

STORY: A wagon train heads for Oregon across the plains peopled by hostile Pawnees, and the wagon owners are warned by leader George Reeves and scouts Jeff York and Fess Parker to be careful. Parker is also the caravan's doctor. Among the travelers are Kathleen Crowley, her nine-year-old sister, Karen Pendleton, and teen-age brother, David Stollery. At one of the stop points, the latter is captured by Pawnees but escapes in time to warn the wagons of a forthcoming attack. The pioneers save themselves by turning their extra herd of horses against the Indians. Parker and Crowley start a promising romance. A band of Sioux are also camped near the fort, and when chief John War Eagle takes a fancy to golden-haired Pendleton, tension increases between the two camps. The chief's son, Anthony Numkena, critically injures himself in a fall from a horse. The medicine man can do little. Parker persuades the chief and medicine man to let him take a crack at saving the lad's life and is successful. When they head west again, they are protected by warriors from the grateful chief's tribe.

MOTION PICTURE

EXHIBITOR

SERVISECTION

The original Pink Section evaluations of features and shorts

Published weekly by Jay Emanuel Publications, Inc., Publishing office: 246-248 North Clarion Street, Philadelphia 7, Pennsylvania. New York: 229 West 42nd Street, New York City, West Coast Representative: Paul Manning, 8141 Blackburn Avenue, Los Angeles 48, California. Jay Emanuel, publisher; P. J. Greenhalgh, general manager; Albert Erlick, editor; Max Cades, business manager; George Frees Nonemaker, feature editor; Mel Konecoff, New York editor.

SECTION TWO
VOL. 57 • No. 9

DECEMBER 26, 1956

X-RAY: There's some fightin', also some shootin', also some singin', also a bit of romancin', and lots of ridin', as well as Fess Parker and lots of youngsters of both white and Indian variety to give this added flavor for young audiences. Add to this the magical name of Walt Disney plus the continual plugging it has been receiving on the Disney TV show and other places, and you have a film with quite a potential. The cast is okay, and the direction and production are satisfactory. The story is on the slight side, but yet there is enough to keep interest alive. In other words, pick your spots and time so that the junior audiences can get a crack at this, and you may do alright with it. The screen play is by Tom Blackburn based on a novel by Mary Jane Carr. Among the songs heard are "John Colter," "Westward Ho The Wagons," "Pioneer's Prayer," "Wriggle Wriggle," and "I'm Lonely My Darlin'."

TIP ON BIDDING: Higher program rates.

AD LINES: "Fess (Davy Crockett) Parker Leads A Wagon Train Across Hostile Prairies"; "Action And Adventure On The Great American Plains"; "A New Walt Disney Adventure."

COLUMBIA

Don't Knock The Rock (125)

MUSICAL
80M.

ESTIMATE: For the rock 'n' roll addicts or as filler for the lower half.

CAST: Bill Haley, Alan Dale, Alan Freed, The Treniers, Little Richard, Dave Appell and his Applejacks, Patricia Hardy, Fay Baker, Jana Lund, Gail Ganley, Pierre Watkin, George Cisar, Dick Elliott. Produced by Sam Katzman; directed by Fred F. Sears.

STORY: Alan Dale is a top rock and roll singer helped to that elevation by publicity man Alan Freed, but he gets tired of the rat race and wants to go home for a rest and vacation. His combo is also for the idea. The teenagers greet him with open arms, but the older generation and the mayor want him to leave and threaten all kinds of dire consequences should he rock and roll publicly. Columnist Fay Baker arrives on the scene to report on what's happening. Accompanying her is attractive daughter Patricia Hardy, a Dale fan. She suggests he stage a rock and roll show in a neighboring town to show her mother and others how good rock and roll can be. The dance comes off but is fouled up when one the girls is rebuffed romantically by Dale and starts trouble. Hardy refuses to let Dale give up and later stages a show by the local little theatre group

which shows all the parents present how they used to act. They are convinced that rock and roll is okay. Even Baker is happy, and rock and roll and Dale go on and on.

X-RAY: Where "Rock Around The Clock" and other similar releases have gone over, this should, too, as there are a variety of numbers and rock and roll artists appearing. The story is weightless and on the skimpy side, but it serves as a frame for the musical numbers. The acting is fair, as is the direction and production. The screen play is by Robert E. Kent and James B. Gordon. Among the tunes heard are "Don't Knock The Rock," "Goofin' Around," "Hook, Line And Sinker," "Calling All Comets," "Your Love Is My Love," "You're So Right," "Gonna Run," "Tutti Frutti," "Rockin' On Sunday Night," "Rip It Up," etc.

AD LINES: "Whether You're For It Or Agin' It . . . Don't Miss It"; "If You Don't Dig Rock . . . Don't Knock It"; "The Newest, Biggest Rock 'N' Roll Movie Of Them All."

Full Of Life (130) COMEDY DRAMA

91M.

ESTIMATE: Highly enjoyable entertainment.

CAST: Judy Holliday, Richard Conte, Salvatore Baccaloni, Esther Minciotti, Joe DeSantis, Silvio Minciotti, Penny Santon, Arthur Lovejoy, Eleanor Audley, Trudy Marshall, Walter Conrad, Sam Gil-

HERE are the Theatre Industry's

BEST

in Complete, and
Honestly Factual

REVIEWS

1000's of Theatremen back their
dollars and judgment with these
"solid" facts and estimates.

DON'T TAKE OUR WORD FOR IT!
CHECK 'EM AGAINST YOUR PLAYOFF!

man. Produced by Fred Kohlmar; directed by Richard Quine.

STORY: Judy Holliday and writer husband Richard Conte are owners of a newly-bought home and are to become parents shortly, with both items causing a little trouble. He is an up-and-coming writer but not too flush in the money department. One day, the kitchen floor caves in due to termites. That would cost a lot of money to repair so they decide to try and persuade Conte's father, Salvatore Baccaloni, a retired stone mason, to give them a hand. The old man is still in pretty good shape, rules his sons with an iron hand, and likes his wine. He returns with them, spends much time with Holliday, and she makes sure he is amply supplied with wine. Baccaloni feels contempt for the house and finds it difficult to start on the floor. He further insists Conte put the adventure of an uncle on paper for the forthcoming child to read. One day, he goes to work, not on the floor, but rather to build a tremendous fireplace for his grandson. Conte and Holliday permit themselves to be persuaded to be married again in a church before the baby arrives. A check arrives from a magazine for the story of his uncle's adventures, and he can afford a professional floor-fixer. Holliday finally gives birth to a boy, and Baccaloni goes home happy. Conte asks him to hold the land next to his in the country for one day they'll want to move out there.

X-RAY: Brimming with family humor and solid human emotion is this entry about a pregnant woman, the house she lives in, her husband, and her father-in-law. Women will appreciate her situation, men will view many of the home and in-law problems with sympathy and understanding, and where there are Italian audiences, they should particularly go wild about the yarn, its people, and the situations. Adult audiences will leave theatres feeling pretty good after having seen the film. The cast is very good, with Holliday, Conte, and Baccaloni standing out, and the direction and production are in the better category. Let your audiences know about this one, they'll be grateful. The screen play is by John Fante, based on his novel.

TIP ON BIDDING: Higher bracket.

AD LINES: "Families Will Love This Film About Another Family In The Making"; "The Heck With Modest Claims . . . This Is A Terrific Movie"; "' Full Of Life' Is Full Of Laughs . . . Of Love . . . Of Surprises. Don't Miss It."

Zarak (126)

ACTION DRAMA
99M.

(CinemaScope) (Technicolor)
(Made in Morocco)

ESTIMATE: Colorful, action packed adventure should have wide appeal.

CAST: Victor Mature, Michael Wilding, Anita Ekberg, Bonar Colleano, Finlay Currie, Bernard Miles, Frederick Valk, Eunice Gayson, Peter Illing, Eddie Byrne, Patrick McGoohan, Harold Goodwin, Alec Mango, Oscar Quitak, George Margo, Arnold Marle, Conrad Phillips. Produced by Irving Allen and Albert R. Broccoli; directed by Terence Young.

STORY: Victor Mature, eldest son of Indian tribal leader Frederick Valk, is caught making love to one of his father's many wives, dancing girl Anita Ekberg, and is sentenced to death. Holy man Finlay Currie pleads for his life and Valk relents, ordering him stoned into exile. Mature becomes a bandit, enlists a large fighting force, and makes life miserable for the British trying to preserve order in India. Michael Wilding, British political agent, vows to bring him to justice. Mature visits a night club and is greeted by Ekberg, who tells him she has

bought her freedom; but does not tell him she dances at the club. They confess their love and he vows to make her his wife. News arrives that during his absence, Wilding has attacked his camp and captured his men. Wilding believes he has broken Mature's power and relaxes with wife Eunice Gayson. Mature, via a ruse, frees his men and returns for Ekberg. He finds her dancing in the club. She explains that it is her last night, but she has disgraced him by showing herself in public and he leaves. Mature attacks a caravan to find he has walked into Wilding's ambush. Most of his men are killed, but he escapes, pursued by Wilding. Mature is about to kill the Englishman when Currie appears and begs Mature to spare his life. Mature and his cousin in neighboring Afghanistan conspire to attack Wilding and his troops, but run into another ambush. Mature flees into the desert. Mad with thirst, he sees a man drinking and kills him, only to find he has murdered Currie, a holy man. He returns to Ekberg but is inconsolable. He surrenders to Wilding, but they are captured by Afghan troops. Mature escapes, but Wilding is to be executed. Mature returns, giving up his life so that Wilding may be spared.

X-RAY: This colorful tale of India, banditry, and exotic doings has all the elements to make it a winner. The names are potent boxoffice fodder, with Ekberg currently riding the crest of a huge publicity wave. Her dance numbers appear to have been rather ruthlessly scissored by censors, but enough remains to prove the publicity justified. There is action in plentiful doses, with battle following battle in furious succession. The pace is a bit episodic at times, but all in all, it should do fine business. It can certainly be exploited. The screen play is by Richard Maibaum. The song, "Climb Up The Wall," is sung by Yana. This bears a Legion of Decency "B" rating.

TIP ON BIDDING: Better rates.

AD LINES: "Pillage, Plunder, Passion As 'Zarak,' Brigand King Of The Himalayas, Defies The Might Of An Empire For The Harem Girl"; "The Very Screen Quivers With Excitement As A Harem Girl's Fiery Dance Shakes An Empire"; "Bandit, Hero, Lover . . . The Mighty 'Zarak' Was This And More."

DCA

Rock, Rock, Rock

MUSICAL
83M.

ESTIMATE: Picture with the beat is okay dualler.

CAST: Tuesday Weld, Teddy Randazzo, Jacqueline Kerr, Fran Manfred, Jack Collins, Carol Moss, Eleanor Swayne, Lester Mack, Bert Conway, David Winters, Alan Freed, Frankie Lymon and The Teen-Agers, LaVern Baker, Chuck Berry, Jimmy Cavallo and House Rockers, Three Chuckles, Connie Francis, Cirine and The Bowties, The Moonglows, The Flamingos, Johnny Burnette Trio. Produced by Max J. Rosenberg and Milton Subotsky; directed by Will Price; a Vanguard Production.

STORY: High school teen-ager Tuesday Weld, a rock'n' roll cat, finds herself in a spot when her dad shuts down his charge account at the stores just when she needs a new evening gown for the prom to complete with rival Jacqueline Kerr for the affections of boy friend Teddy Randazzo. Weld fails to understand the ins and outs of banking, gets into trouble when she tries to become a money lender, but everything finally works out okay.

X-RAY: The plot is merely a thin comedy something to hang the raft of

rock 'n' roll tunes upon. The many recording artists do their stuff until they have the theatre jumpin'. The film unfolds much like those old musical featurette shorts. If you can stand that beat, this one is for you as the youngsters involved are all good looking, youthfully exuberant, while the artists have teenage and other followings for their particular type of endeavors. Disc jockey Alan Freed appears as master of ceremonies at the school dance and introduces some of the other popular disc artists. Screen play is by Milton Subotsky. Songs include "Baby, Baby," "Tra La La," and a whole raft of rock 'n' roll stuff.

AD LINES: "The Big Rock 'N' Roll Picture Of The Year"; "The Greatest Rock 'N' Roll Music Played By Biggest Rock 'N' Roll Groups"; "A Rock 'N' Roll Riot."

MGM

Slander (717)

DRAMA
90M.

ESTIMATE: Topical drama is powerful indictment of scandal magazines.

CAST: Van Johnson, Ann Blyth, Steve Cochran, Marjorie Rambeau, Richard Eyer, Harold J. Stone, Philip Coolidge, Lurene Tuttle, Lewis Martin. Produced by Armand Deutsch; directed by Roy Howland.

STORY: Van Johnson, struggling young puppeteer, is signed to do a TV series, and he is overjoyed at the prospect of providing wife Ann Blyth and son Richard Eyer with luxuries they could never afford before. He is an overnight sensation. Steve Cochran, ruthless publisher of a scandal magazine, learns that Johnson, years ago, served a prison term for armed robbery and threatens to print the story unless Johnson provides some dope on a top actress whom the puppeteer knew when both were children. Johnson and Blyth argue over the problem as she feels that his first duty is to her and Eyer. It is obvious that scandal will ruin his career, and agent Harold J. Stone vainly appeals to Cochran to kill the story. Blyth leaves Johnson, taking their son with her, Johnson refuses to deal with Cochran and the latter runs the story. Though his sponsor stands by him, the public demands Johnson's dismissal from the program. Eyer, running away from taunting schoolmates, is killed in an auto accident. Cochran's mother, Marjorie Rambeau, visits Blyth and learns that her son's ruthlessness is responsible for Eyer's death. Johnson appears on a panel TV show and tells the public how Cochran ruined his life and killed his son. He blames as well the people who buy such magazines. Rambeau kills Cochran as he, obviously unmoved by the tragedy, plans to take advantage of the publicity.

X-RAY: This well made drama, featuring fine acting and tight direction, spotlights one of today's most significant social problems, the scandal magazine. Although the story may be a bit over-simplified and the villain a bit too black, the problem is clearly defined. The story holds interest throughout and does not attempt to solve the problem, putting the solution up to the public. The only way to kill such publications is by not buying them, the film says, and leaves the rest up to the audience. Theatremen can certainly exploit it. Screen play is by Jerome Weidman.

TIP ON BIDDING: Better program rates.

AD LINES: "Purveyor Of Filth, He Spreads Malice Through The Land"; "The Whispers Became A Shout, And Another Life Was Ruined"; "The Blistering Truth Behind The Scandal Magazines."

PARAMOUNT

Three Violent People (5604)

WESTERN
100M.

(VistaVision) (Technicolor)

ESTIMATE: Okay western.

CAST: Charlton Heston, Anne Baxter, Gilbert Roland, Tom Tryon, Forrest Tucker, Bruce Bennett, Elaine Stritch, Barton MacLaine, Peter Hansen, John Harmon, Ross Bagdasarian, Bobby Blake. Produced by Hugh Brown; directed by Rudolph Mate.

STORY: In 1866, the Texas veterans of the Confederate Army return home to find the carpetbaggers starting to grow wealthy on the remains of the south. One of the returnees is ex-captain Charlton Heston. In town, he rescues Anne Baxter from a manhandling which is given a group of new dance hall girls, not knowing she is one of them. They become better acquainted, and she leads him on into thinking she is a lady and agrees to marry him. They get a warm welcome from friend and foreman Gilbert Roland, and Heston finds his one-armed brother, Tom Tryon, also waiting for his share of the estate should Heston sell it. They are happy until representatives Bruce Bennett, Forrest Tucker, and John Harmon of the provisional government appear for taxes, and Harmon recognizes Baxter. Heston at first thinks of killing him until Baxter admits her background. He sends her away until he learns she is carrying his child and then he goes to bring her back, making a bargain with her to pay for the baby, after which she would be free to go. Tryon makes a deal with Bennett and his men to get rid of Heston and take over the huge ranch as partners. Bennett agrees although planning to double cross Tryon. After the baby is born and as Baxter is about to leave, the showdown between the brothers and the others takes place until Tryon realizes he, too, is to be killed. A gun battle ensues, with Tryon mortally wounded and the carpetbaggers killed or driven off. Heston realizes he still loves Baxter and asks her to remain with their son.

X-RAY: An interesting enough story is to be found here with enough intrigue, riding, gunplay, and drama to satisfy most western fans and others who go for the more dramatic. The cast handles itself in well enough fashion, with Heston particularly intense, and the direction and production are okay. It should make up well as part of the program. The screen play is by James Edward Grant based on a story by Leonard Praskins and Barney Slater. There is a song, "Un Momento."

TIP ON BIDDING: Program rates.

AD LINES: "Three Violent People' Could Only Mean Trouble"; "Action . . . Adventure . . . Romance On The Texas Range"; "She Stood Exposed Before The World But Ready To Fight For Her Love."

RKO

Man In The Vault (709)

MELODRAMA
73M.

ESTIMATE: For the dauellers.

CAST: William Campbell, Karen Sharpe, Anita Ekberg, Berry Kroeger, Paul Fix, Mike Mazurki, Robert Keys. Produced by Robert E. Morrison; directed by Andrew V. McLaglen.

STORY: Crook Berry Kroeger knows of a safety deposit box in which a pal who now is giving him the go-by has a lot of cash. Through his mistress, Anita Ekberg, he gets the safety deposit box number. Kroeger next tries to get innocent locksmith William Campbell to make

a duplicate key. Campbell, in love with wealthy Karen Sharpe, whom he can't afford, refuses although he could use the money. To persuade Campbell, Kroeger and his henchmen kidnap Sharpe. Campbell goes through with the heist. By the time he turns up with the money, Kroeger and the other gangster have both been killed. Campbell and Sharpe clinch.

X-RAY: This modest gangster meller was produced on the streets of Hollywood on a shoestring budget. A raft of dark photography does nothing more than confuse the complicated plot. Despite everything, including inept direction, the brief running time does hold the interest and several performances are okay, particularly that of Berry Kroeger. Anita Ekberg is in all of two scenes, and it is hardly cricket to feature her in the billing. There are two songs, one being "Let The Chips Fall Where They May." The screen play is by Burt Kennedy from a novel by Frank Gruber.

TIP ON BIDDING: Low bracket.

AD LINES: "Forced Into Crime To Save The Girl He Loved"; "Why Did The Key Hold The Answer?"; "Youthful Sweethearts Caught In A Mobster's Sinister Plot."

20TH-FOX

Anastasia (627)

DRAMA
105M.

(CinemaScope) (Color by DeLuxe)
(Made in Europe)

ESTIMATE: Brilliantly enacted, beautifully mounted filmization of stage play.

CAST: Ingrid Bergman, Yul Brynner, Helen Hayes, Akim Tamiroff, Martita Hunt, Felix Aylmer, Sacha Pitoeff, Ivan Desny, Natalie Schafer, Gregoire Gromoff, Karel Stepanek, Ina de la Haye, Katherine Kath, Hy Hazell, Olga Valery, Tamara Shayne, Peter Sallis, Polycarpe Pavloff. Produced by Buddy Adler; directed by Anatole Litvak.

STORY: White Russian Yul Brynner and his aides Akim Tamiroff, Sacha Pitoeff, and Gregoire Gromoff, plot to provide an "Anastasia" that Russian courtiers will accept so they can get a fortune an English bank is holding for the Czar's daughter. Destitute Ingrid Bergman resembles "Anastasia," submits to their plan, and is accepted by some after intense training, but rejected by others who are not convinced. Brynner decides to stake all on Anastasia's grandmother, Dowager Empress Helen Hayes. In Copenhagen she refuses to see Bergman, but Bergman does meet Prince Ivan Desny, her ex-fiance, who does not recognize her but who is intrigued. Baroness Martita Hunt, Hayes' lady-in-waiting, persuades Hayes to grant an audience to pretender Bergman. This audience results in Hayes giving recognition. Just before a grand ball crowning Brynner's plot with glory and the announcement of Bergman's engagement to Desny, Brynner tells Hayes his work is done and he is leaving. When she makes sure it is Brynner whom Bergman loves, she sends her to him and goes into the ballroom alone to announce that "the play is over."

X-RAY: This plush, sophisticated, well-made production of the play by Marcelle Maurette as adopted by Guy Bolton, with screen play by Arthur Laurents, is top product for the metropolitan first runs and all other class spots. Actually made on location in Copenhagen and Paris, it has the stamp of authenticity and the aura of regality about it. Acting by all of the principals, with Bergman, Brynner, and Hayes standouts, is brilliant. Interest is maintained throughout, although action is at a minimum and the film unfolds much like a play. Bergman emerges better than ever, if that is possible; Hayes

is superb; and Brynner magnificent. This is a big one for the big spots, and the cast also gives it angles for other situations.

TIP ON BIDDING: Higher rates.

AD LINES: "The Most Amazing Conspiracy The World Has Even Known . . . And A Love As It Never Happened To A Man And Woman Before!" "The Riddle Of The Last Romanoff"; "Was She A Princess Or An Imposter?"

The Black Whip (628)

WESTERN
77M.

(Regalscope)

ESTIMATE: Adult, off-beat western.

CAST: Hugh Marlowe, Coleen Gray, Richard Gilden, Angie Dickinson, Strathairn Martin, Paul Richards, Charles Gray, William R. Hamel, Patrick O'Moore, Dorothy Schuyler, Sheb Wooley, John Pickard, Adele Mara, Harry Landers, Howard Culver, Rush Williams. Produced by Robert Stabler; directed by Charles Marquis Warren.

STORY: Outlaw Charles Gray makes his escape. Sheriff John Pickard suspects one of four dance hall girls helped him get away and sends all out of town in an old rig, which breaks down and strands them. They are Angie Dickinson, Adele Mars, Dorothy Schuyler, and Coleen Gray. Young Richard Gilden, who with his brother, Hugh Marlowe, runs an inn on the stage coach run, discovers them and takes them back to the inn. The girls, who have been blaming each other for their plight, soon find out which one is responsible when Gray shows up and greets Mara as his "girl." Marlowe's worst fears are realized when Paul Richards, "the man with the black whip," whose "Black-legs" are part of Quantrill's old Civil War outfit, arrives and proceeds to take over. During the ensuing orgy, Gray is killed, but Richards and his cutthroats have learned that Governor Patrick O'Moore is due on the stage. They force Marlowe to do their bidding as they plot to ambush him for revenge. Marlowe manages to warn O'Moore, and as Pickard and posse arrive, beats up Richards. When the fight is over, Gray stays behind with Marlowe.

X-RAY: This is a somewhat different western inasmuch as the "ladies," in the person of the dance hall girls, are given a prominent part in the proceedings, which are otherwise pretty routine. There is some suspense, but not quite as much action as usual, the familiar horseback riding being absent for a change. Story and screen play are by Orville Hampton. Don't make the mistake of playing this one for the kiddies on a Saturday matinee. This bears a Legion of Decency "B" rating.

TIP ON BIDDING: Lowest bracket.

AD LINES: "He Lashed The West With Stinging Fury"; "A New Kind Of Killer! A New Brand Of Thrills!"; "His Slashing Fury Left Its Mark On The West."

The Women Of Pitcairn Island (631)

ADVENTURE
DRAMA
72M.

(Regalscope)

ESTIMATE: Exploitable programmer.

CAST: James Craig, Lynn Bari, John Smith, Arleen Whelan, Sue England, Rice Alaniz, John Stevens, Carol Thurston, Sonia Sorel, Charlita, Lorna Thayer, Roxanne Reed, Millicent Patrick, Harry Lauter, Pierce Lydon, Henry Rowland, Paul Sorenson, House Peters, Jr., Richard Devin, Rad Fulton, Michael Miller, Robert Cabal, Robert Kendall, Joel Collin, Tim Johnson. A Wisberg-Yarbrough Production; directed by Jean Yarbrough.

STORY: It is 1847, and the only inhabitants of Pitcairn Island are the native widows and children of the mutineers of the HMS Bounty, ruled by Lynn Bari, whose son, John Smith, is in love with

Another . . .

SUBSCRIBER SERVICE

that is unique with

EXHIBITOR

THEATRE

Designed, produced
service to our theatre

PLUS SERVICE

No. 1

THE SERVICE-KIT

—a streamlined system for
BUYING, BOOKING and CONTRACT CONTROL



STIFF-BACKED 3-RING BINDERS ARE AVAILABLE . . . See No. 11

● Arranged and assembled for insertion in any standard 9 x 12 inch ring binder or ring-equipped brief case are the following forms:

1. A 52 week supply of large, modern **BOOKING SHEETS** (9 x 12 inches)
2. 10 pages of **AVAILABILITY and PLAY-OFF WORK SHEETS** (9 x 12 inches)
3. 10 sheets of **PERFORMANCE RECORD and CUT-OFF SHEETS** (9 x 12 inches)
4. A permanent **EQUIPMENT RECORD**
5. An 18-month **BOOKING CALENDAR**
6. A special **PERPETUAL CLEARANCE CHART** and many other helpful forms all properly indexed.

● After the first year, additional pages of any particular **FORM** can be purchased separately; any back **REVIEW SECTION** for 2c; and any **DIVIDER INDEX** for 20c.

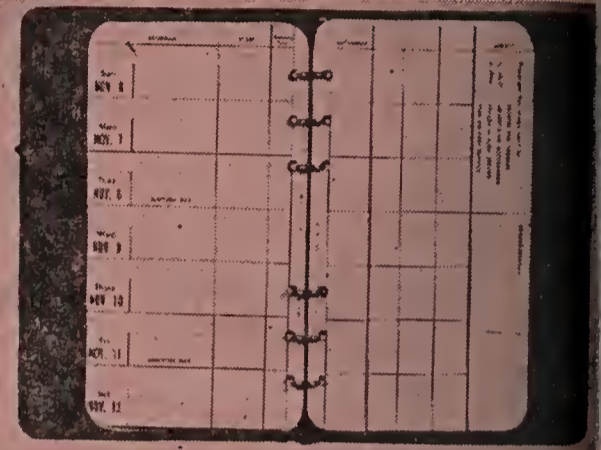
Price: \$1.25 per set

PLUS SERVICE

No. 4

THE NEW "Pocket-Size" DATE BOOK

—latest innovation in the field of small booking records.



● This new design has proved so far superior to anything previously developed in its field that it has taken the industry—whether independent owner or circuit manager—by storm.

- (a) 5 lines of booking space were gained by taking full advantage of the 3 3/4 x 6 3/4 inch page area. (b) Weekly activities not bothered with until the complete week is booked, are kept separate and distinct. (c) Spaces are allowed for cast, grass, weather, etc., as desired. (d) All dates, days of the week, and holidays are clearly printed.

Dated forms for **ONE FULL YEAR** are printed to start with each **JULY 1st**.

Price: 60c per yearly set

SOFT-BACKED 6-RING LEATHERETTE BINDERS ARE AVAILABLE . . . See No. 11

PLUS SERVICE

No. 2

PROGRAM and RUNNING-TIME Schedules

—a basic weekly form to replace the scribbled note or tissue carbon.

● These forms are prepared for convenience in disseminating accurate information to the key members of a theatre staff so that they may answer intelligently the patron questions most frequently asked; or so that they can cue and time their show. 50 sheets to each pad.

● Daily turnover running time can be easily computed from the running times of the individual subjects that make up the bill.

● One copy each week: (1) on your desk, (2) to your cashier, (3) to your doorman, (4) to your projectionist, and (5) to your head usher or floor supervisor will be sufficient to keep uniform information throughout the theatre.

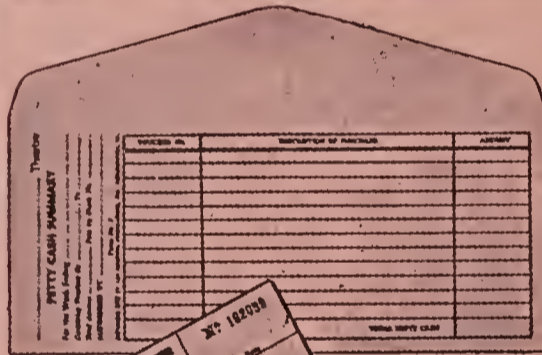
Price: 25c per pad

PLUS SERVICE

No. 5

Weekly PETTY CASH SYSTEM

—designed for simplicity and quick theatre reference.



● These specially designed 3 x 1 inch Petty Cash Slips require counter signature of approval and are numbered consecutively so that accurate records can be kept of each individual expenditure. There are 100 slips to each pad.

● The specially designed envelopes are for use only once each week in listing each individual slip and computing the weekly total expended. All slips listed on a particular envelope should then be inserted in it for safekeeping; and the envelope filed for future reference.

● There can never be any later question of a particular disbursement, for the actual receipt is always on hand and easily located. Each voucher requires the signature of the owner or the manager.

Prices: { Voucher Pads . . . 25c each
Voucher Envelopes—50 for 60c

PLUS SERVICE

No. 3

Daily BOXOFFICE STATEMENTS

—all embracing memoranda of the complete cash control system.

● Printed on both sides so that complete factual totals for one day can be kept on one 8 1/2 x 5 1/2 inch sheet, each itemizes:

1. **OPENING AND CLOSING TICKET NUMBERS**
2. **PASS AND WALK-IN TICKET NUMBERS**
3. **CASH TOTALS AND REFUNDS**
4. **TAX TOTALS**
5. **PROGRAM, WEATHER, AND OPPOSITION**
6. **SPACES FOR HOURLY TOTALS**
7. **MISCELLANEOUS INCOME AND DEPOSITS**

● Made up in pads of 50 per pad, each sheet is punched for saving in a standard ring binder with the date at the lower right corner for quick reference when filed.

● Where accuracy counts for current income and future bookkeeping, the Box Office Statement is a diary of theatre operation.

Price: 25c per pad

PLUS SERVICE

No. 6

THE "At-a-Glance" BOOKKEEPING BOOK

—specially designed by a leading theatre specializing C.P.A. authority.

● This extremely simple system has been constantly revised to meet each tax or other changing requirement of the theatre man. Its 9 x 12 inch pages provide for: (1) daily ticket record, (2) tax collected daily, (3) daily gross, (4) pass and walk-in records, (5) weather and opposition, (6) daily show cost, (7) weekly income from vending machines, etc., (8) weekly gross, (9) weekly fixed expenses, payroll, and annual of monthly expense amortized weekly, (10) weekly profit or loss statement, (11) profit or loss for the year to date, etc.

Price: \$1.60 per book (Sufficient for 52 weeks)

OPERATING FORMS AND SYSTEMS

housed and delivered at non-profit prices...as a continuing subscribers. Ask for actual sample sheets...without obligation!

PLUS SERVICE No. 7

Weekly PAYROLL FORMS

—for use whenever employees are paid in cash for salary or overtime.

Price: 52 sheets (1 year) for \$1.25

- This is the system that resulted from a contrast of the Payroll Forms used by all major theatre circuits.
- Designed to be filed in the ordinary letterhead size cabinet (8 1/2 x 11 inches) this form provides a permanent weekly record of the individual name, social security number, rate of pay, overtime pay, reasons for overtime, and deductions for all purposes. It also provides gross weekly totals of salaries, deductions, raises, etc.
- One of the most important features is an individual signed receipt by each employee, without their being able to see what any other employee has earned.

PLUS SERVICE No. 9A

Monthly Drive-In Theatre Bus. Analysis

—a contrast study of ALL Outdoor Theatre income and film costs.

- There is no facet of the theatre field that fluctuates so rapidly with every turn in weather, temperature, school attendance and ap- position as the drive-in. A properly kept line each day on your Business Analysis Spread-Sheet will provide a study of: (1) The day of the week and day of the month complete with all weather influences; (2) The feature attraction complete with costs; (3) The total admissions by car and by patron; and (4) The confection sales by car and by patron.
- At the end of any one month, the complete picture is there for analysis and study,—and at the end of the same month of the following year, your headway or shortcomings are obvious.
- Here is what might be termed "a Monthly Boxoffice Statement."

Price: 50c for 13 sheets

PLUS SERVICE No. 8

SERVICE MANUALS

—for the quick and proper training of new and old Theatre Employees.

BEST REVISION also includes additional data necessary DRIVE-IN THEATRES!

Of inestimable value in "breaking-in" new staff of Ushers, a new Cashier, a new Daar Man. This 16 page pocket size (3 x 6 inch) booklet with heavy paper cover itemizes rules of conduct for the theatre staff logically and thoroughly. Separate chapters are devoted to Managers, Cashiers, Men, Ushers, etc., as currently trained in the larger circuits. It also pictures a system of Usher's hand signals for designating empty seats and gives many hints on Public Safety, Accident, Fire Prevention, Advertising, etc.

Price: 10c each

A practical SERVICE MANUAL for the Theatre Staff

5th Printing (Revised)

PLUS SERVICE No. 10

Annual EMPLOYEE EARNINGS RECORD

—complete with all Withholdings and Deductions for Tax Returns.

and government report; and current cards, arranged alphabetically constitute the only working set.

- Here is a time-saving, accurate system you'll rave about!

Price: 35c for 12 cards

● Uncle Sam requires that you keep careful, permanent records of all employee earnings and of all tax or other deductions, under penalty of fine or imprisonment. Here is the most simple theatre method. With ushers and other low-paid help, turnover is frequent so a solitary book is inconvenient and bulky. Under this EXHIBITOR system, one 8 1/2 x 11 inch index card suffices for any one employee for one year, and each year is an entity in itself. The card of a fired or quit employee is set aside for tax return

PLUS SERVICE No. 9

Drive-In Theatre Boxoffice Statements

—specially designed exclusively for the use of Outdoor Theatremen.

- A daily record of: (1) Number of Cars; (2) Number of Adults; (3) Number of Children; (4) Passes and Complimentary Admissions; (5) Cash Refunds; (6) Confection Gross; (7) Title, distributor, rental basis, actual cost, and percentage of admissions income of the Show; (8) Record of the weather and average temperature; (9) Hourly Ticket Sale Record; (10) Opposition Attractions; (11) Checker and Hours Checked; (12) Total Cash Receipts and Totals Deposited.
- All on a handy 5 1/2 x 9 inch sheet punched for filing in a post or ring binder and padded 50 to the pad.
- Here is a professional form never before designed for drive-in operation.

Price: 25c per pad

PLUS SERVICE No. 11

Special BINDERS and CASES

—designed for the storage and carrying of some of these forms.

Service-Kit BRIEF CASE

● A big, genuine cowhide, zipper-enclosed briefcase equipped with 3-ring binder designed to hold the Service-Kit Forms (See No. 1) and a full year of Pink Review Sections as published separately by EXHIBITOR.

Price: \$5.00 each (Tax included)

Service-Kit BINDER

● A big, stiff backed, imitation leather binder equipped with 3-ring holder designed for the Service-Kit Forms (See No. 1) and a full year of Pink Review Sections as published separately by EXHIBITOR.

Price: \$1.25 each

Pocket-Size Date Book BRIEF CASE

● A small, genuine pig-skin, zipper enclosed briefcase equipped with 6-ring binder designed to hold the 3 3/4 x 6 3/4 Pocket-Size Date Book sheets (See No. 4) sufficient for one entire year's bookings.

Price: \$4.00 each (Tax included)

Pocket-Size Date Book BINDER

● A small, flexible leatherette binder equipped with 6-ring holder designed for the 3 3/4 x 6 3/4 Pocket-Size Date Book sheets (See No. 4) sufficient for one entire year's booking,—and other features.

Price: \$1.25 each

Sue England. Arleen Whelan, old enough to be his mother, makes a play for Smith, but is told off by Bari. Shipwrecked sailor House Peters, Jr., lands on the island and is killed by a wild boar while trying to bury a treasure in black pearls he had stolen from James Craig and other cut-throat buddies. Native lad John Stevens makes off with the pearls and gives them to England, for whose affections he is a rival with Smith. Looking for Peters, Craig and his men arrive on the island and find the hostile women and boys, with whom they do battle. The women and boys, however, barricade themselves behind a stockade. Whelan, frustrated, aids the men in the capture of the women. By making the men think Peters is still alive, Bari pits the men against each other and in their lustful greed, they kill and are killed in return.

X-RAY: This pirate adventure featuring a flock of shapely women and girls and good looking young boys has exploitation possibilities. The yarn, of course, is hardly ever believable and is full of cliches and implausibilities, but there is action in plenty and the whole thing isn't hard to look at or sit through. Performances are adequate. Story and original screen play are by Aubrey Wisberg.

TIP ON BIDDING: Low program rates.

AD LINES: "Love Paradise Of The South Seas"; "Wild Eves In An Untamed Eden"; "Tense South Sea Adventure."

UNITED ARTISTS

Dance With Me, Henry

COMEDY
79M.

(Goldstein)

ESTIMATE: Mediocre Abbott and Costello entry for the duallers.

CAST: Lou Costello Bud Abbott, Gigi Perreau, Rusty Hamer, Mary Wickes, Ted De Corsia, Ron Hargrave, Sherry Alberoni, Frank Wilcox, Richard Reeves, Paul Sorenson, Robert Shayne, John Cliff, Phil Garris, Walter Reed, Eddie Marr, David McMahon, Gil Rankin, Rod Williams. Produced by Bob Goldstein; directed by Charles Berton.

STORY: Lou Costello owns an amusement park and has adopted orphans Gigi Perreau and Rusty Hamer, in addition to trying to reform gambler Bud Abbott. Welfare worker Mary Wickes is trying to take the children from Costello and an inspection of his house convinces her he is no fit father for the children. Gangster Ted DeCorsia threatens Abbott unless he helps unload some hot money. Costello informs district attorney Robert Shayne of the plot, but gangster Richard Reeves bumps into the D.A. at Costello's park and kills him, hiding the money there. Costello is arrested for the murder. Reeves, attempting to double cross De Corsia, is killed, and the hoodlums think Abbott knows where the money is hidden. The police release Costello, thinking he will lead them to the money. The police, the gangsters, and Abbott and Costello cross paths at the park, and assisted by 30 orphans, Costello finds the money, the crooks are apprehended, and the orphans remain with their adopted father.

X-RAY: Abbott and Costello are hurt here by a script that provides little room for their usual shenanigans. There is a minimum of laughs, the title refers to a song no longer popular, and the attempt to cash in on the rock 'n' roll craze is not borne out in the picture itself. Its main appeal will be to juvenile audiences and less discriminating viewers. Some of the kids involved in the proceedings are cute. Screen play is by Devery Freeman.

AD LINES: "It's A Crazy, Mixed-Up Comedy Carnival"; "Your Favorite Com-

edy Team In A Rock 'n' Roller Coaster Riot"; "Here Come The Wildest, Wackiest Pied Pipers Of Them All."

The King And Four Queens

OUTDOOR DRAMA
86M.

(Russ-Field-Gabco)

(CinemaScope) (Color by DeLuxe)

ESTIMATE: Western has names to draw but suffers from lack of action.

CAST: Clark Gable, Eleanor Parker, Jo Van Fleet, Jean Willes, Barbara Nichols, Sara Shane, Roy Robers, Arthur Shields, Jay C. Flippen. Produced by David Hempstead; executive producer, Robert Waterfield directed by Raoul Walsh.

STORY: Clark Gable, who lives by his wits, hears of money stashed at the home of widow Jo Van Fleet. Mother of four gunmen, Van Fleet saw three of them killed by dynamite while resisting arrest. The fourth is believed to have escaped, but Van Fleet does not know which one it is as the bodies were blown up beyond recognition. She lives alone with the wives of her sons, waiting for the day the fugitive will return to claim the money. The girls, Eleanor Parker, Jean Willes, Barbara Nichols, and Sara Shane, have been without men for two years. Gable rides into their village, is wounded by Van Fleet, and pretends to be a messenger from her son. Van Fleet permits him to remain, and each of the girls appeals to him for aid and love. He is most attracted to Parker, who is cool toward him. Gable promises the sheriff, Roy Roberts, that he will warn him if Van Fleet's son returns in exchange for a reward should the money be found. Gable learns of the money's whereabouts, and forms an alliance with Parker. They leave during a storm with the money but are chased by the sheriff. Gable sends Parker ahead to a mission where he has stashed all his other goods and turns the money over to the sheriff, keeping his reward. He and Parker plan a future together, with neither knowing just how far the other can be trusted.

X-RAY: Gable should still pack quite a punch at the boxoffice, and this vehicle surrounds him with four beautiful women, a situation which should please his fans. Actually, the cast is far better than the material. There is practically no action, and those expecting fast western entertainment will be disappointed. There is considerable talk and a few sexy situations, placing it in the category of adult entertainment. More action might have made this quite a good film, but as it stands, it is satisfactory program fare with names to help. Screen play is by Margaret Fitts and Richard Alan Simmons.

AD LINES: "Gable, The King, Surrounded by Four Beautiful Queens In Thrill-Packed Western Entertainment"; "Four Women On His Hands, A Gun At His Back, \$100,000 On His Mind."

Tomahawk Trail

OUTDOOR DRAMA
60M.

(Bel-Air)

ESTIMATE: Lower half filler.

CAST: Chuck Connors, John Smith, Susan Cummings, Lisa Montell, George Neise, Robert Knapp, Eddie Little, Frederick Ford, Dean Stanton. Executive producer Aubrey Schenck; produced by Howard W. Koch; directed by Robert Parry.

STORY: A cavalry patrol sets out on a routine mission commanded by Lieutenant George Neise, new to the ways of the Apache. The Indians take their horses and supplies, and Neise leads them in the wrong direction. It is evident that the sun is affecting him. All of the men begin to hate him except for his orderly, Dean Stanton. They capture a pair of women prisoners, one of whom turns out to be

Lisa Montell, the daughter of an Apache chief, and the other Susan Cummings, the daughter of an army officer who was taken prisoner. They reach Fort Bowie only to find all dead and the fort deserted. They try to hold the fort against further attacks pending the arrival of reinforcements. Cummings tries to talk Montell into getting her father to call off the attack, and she sneaks off following an attack in which many Indians are killed, as are some of the whites including Neise. She is evidently successful as the Indians pull out and the others are saved. Cummings and sergeant Chuck Connors embrace, and everybody is happy.

X-RAY: The actions of a cavalry patrol commanded by an unbalanced officer and their encounter with Indians, etc., makes for average film fare that is best suited as filler for the lower half. Cast, story, direction, and production are fair. David Chandler gets credit for the screen play, which has a familiar ring to it.

AD LINES: "This Patrol Was Headed For Apache Land And Death"; "Action With The Cavalry"; "Follow This Patrol Into Hell In The Desert."

U-International

Battle Hymn (5712)

BIOGRAPHICAL
DRAMA
108M.

(CinemaScope) (Technicolor)

ESTIMATE: Well made entry should have wide appeal.

CAST: Rock Hudson, Anna Kashfi, Dan Duryea, Don DeFore, Martha Hyer, Jock Mahoney, Alan Hale, James Edwards, Carl Benton Reid, Richard Loo, Philip Ahn, Bartlett Robinson, Simon Scott, Teru Shimada, Carleton Young, Jung' Kyoo Pyo, Art Millan, William Hudson. Produced by Ross Hunter; directed by Douglas Sirk.

STORY: A sense of guilt about having accidentally bombed a German orphanage during World War II prevents Rock Hudson from feeling qualified to perform his duties as a minister. When the Korean war begins, Hudson responds to the call for experienced pilots to train the ROK Air Force. Hudson is placed in charge of a group which includes an old war buddy, Don DeFore, and resourceful sergeant Dan Duryea. With the help of a native, Anna Kashfi, who is caring for a number of orphans, Hudson gets enough equipment to have the field ready when the first ROK trainees arrive. Hudson helps Kashfi set up an orphan shelter in a bombed out temple. Meanwhile, back home, Hudson's wife, Martha Hyer, learns she is to have the baby they both wanted very badly. In working with the orphans, talking to one of his men who accidentally straffed women and children, flying combat missions, and trying to aid mortally wounded DeFore, Hudson discovers some of the answers he had been seeking, and rids himself of his guilt. Hudson is given another assignment, but when he learns that the temple is threatened by a Red attack he does all in his power to rescue the children, finally getting cargo planes to take them to a safe place. Kashfi, however, is killed trying to save one of the children during a raid. After the war, Hudson and Hyer return to the orphanage.

X-RAY: This story of Col. Dean Hess combines elements of excitement, thrills, warmth, pathos, and charm into a package that will please every member of the family. Carefully avoiding the standard war hero cliches, both in casting and in plot, there is a real and honest feeling present that communicates itself to the audience and places this film considerably above routine war biographies. Much of

the credit must go to the cast which is uniformly excellent. Hudson gives a warm and moving portrayal, and Kashfi proves she has that special magic which should make her a star. Duryea and Philip Ahn also deserve special attention. The children, from the Orphans' Home of Korea, are lovable scene stealers. If the handicap of a poor title, which gives the impression of the film being a straight war story, can be overcome, this should be a boxoffice winner. It should appeal to women as much as men. Written by Charles Grayson and Vincent B. Evans.

TIP ON BIDDING: Higher rates.

AD LINES: "Compelling Story Of A Man Who Learned He Must Destroy To Build"; "The Amazing True Story Of A Man Of God Who Goes To War"; "Thrilling Saga Of The Flying Parson."

Gun For A Coward (5711) OUTDOOR DRAMA 88M.

(CinemaScope) (Eastman Color)

ESTIMATE: Satisfactory western should please outdoor fans.

CAST: Fred MacMurray, Jeffrey Hunter, Janice Rule, Chill Wills, Dean Stockwell, Josephine Hutchinson, Betty Lynn, Iron Eyes Cody, Robert Hoy, Jane Howard, Marjorie Stapp, John Larch, Paul Birch, Bob Steele, Frances Morris. Produced by William Alland; directed by Abner Biberman.

STORY: Fred MacMurray works hard to run a successful ranch and help raise younger brothers Jeffrey Hunter and Dean Stockwell. Their mother, Josephine Hutchinson, hates the west and favors Hunter, whom she has taught to shun violence and respect reason. Hunter and Janice Rule are in love although it is understood that she will marry MacMurray. Hutchinson dies, and Hunter is branded as a coward by all but Chill Wills, who understands that he has been weaned on non-violence. During a cattle drive, Hunter tells MacMurray that he loves Rule. MacMurray is bitter, but apparently understands. Hunter's failure to participate in a barroom brawl strengthens the belief that he is a coward. When rustlers attack the herd, Hunter rides off to head them off at a pass where fighting chances are best. The hot headed Stockwell, however, tells the men to stay and fight and is killed. MacMurray believes that Hunter is responsible for his brother's death and had run away. When Hunter is accused of cowardice by cowboy John Larch, MacMurray comes to his defense. This so enrages Hunter who wishes to be independent, that he attacks MacMurray. After a furious fight, a cowhand returns with word that he has located the herd. MacMurray tells Hunter it and Rule are now his responsibilities and rides off alone to a new life.

X-RAY: Another in the current western trend where character is more important than action, this is satisfactory program fare bolstered by good performances. There is sufficient action to satisfy western fans, and some fine CinemaScope photography. Direction is well paced, and the story has enough of the unusual to maintain interest. It should fit well into the program at action spots and regulation houses.

TIP ON BIDDING: Fair program rates.

AD LINES: "This Was The Moment And The Girl That Drove Brother Against Brother"; "The Saga Of Three Brothers . . . Challenge One, You Answer To All"; "He Didn't Dare Turn His Back, Even To His Own Brothers."

THE SERVICESECTION is the only service of its kind giving a full coverage, listing, and reviews of all features and shorts in the domestic market.

FOREIGN

Der Obersteiger (The Foreman) OPERETTA 98M.

(Casino)

(Austrian-made) (English titles)

ESTIMATE: Cute entry for foreign language and art spots.

CAST: Walter Janssen, Josefin Kipper, Hans Holt, Gunther Philipp, Helene Lauterboeck, Grethe Weiser, Theodor Danegger, Wolf Albach-Retty, Oskar Sima, Waltraud Haas, Anni Rosar, Raoul Retzer, Rudolph Carl, Josef Egger. Produced by Patria Filmkunst Graz; directed by Franz Antel.

STORY: When King Walter Janssen of Bavaria decides to marry off his nephew, Hans Holt, to Princess Joesfin Kipper, Holt refuses to come to the court, not knowing that Kipper is quite attractive. Instead, he and his adjutant attend a festival incognito. The word gets around that he is to be there, so when elegant but broke Wolf Albach-Retty arrives, he is mistaken for the Prince and given the royal treatment, especially by Waltraud Haas, the innkeeper's daughter, who falls in love with him. Kipper and her lady-in-waiting decide to attend the festival, also incognito. The prince and princess fall in love, unaware of each other's identity, and he even permits Albach-Retty to continue with the masquerade. He is surprised to learn she is his selected bride and is more than willing to go through with the wedding. Albach-Retty and Haas also plan a wedding.

X-RAY: The mistaken identity bit is played for all its worth here, and the result is pleasant entertainment that will best be appreciated by audiences who understand the language and temperament, and by art house patrons who may get a charge out of the harmless proceedings. The cast, direction, and production are okay. Carl Zeller wrote it. The music is fair.

AD LINES: "How A Prince And Princess Fell In Love And Lived Happily Ever After"; "Fun For All"; "Have A Wonderful Time With This Charming Film From Austria."

Two Loves Had I DRAMA WITH MUSIC 98M.

(Jacon)

(Italian-made) English dialogue
(Technicolor)

ESTIMATE: Good entry for the art spots.

CAST: Gabrielle Ferzetti, Marta Toren, Nadia Gray, Paolo Stoppa, Miriam Bru, Sergio Tofano, with Beniamino Gigli, Antonietta Stella, Rosanna Cartieri, Gino Penno, Giulio Heri, Gino Sinimberghi, Nelly Corradi, Dino Lopatto. Produced by Luigi Rovere; directed by Carmine Gallone.

STORY: Giacomo Puccini, as played by Gabriele Ferzetti, is in Milan to study and enters a contest for an original opera. He loses. At a party, he is ignored and snubbed by critics and musicians alike, but he manages to play some of his work which excite the others. His opera is played at a local house, where it is a success. He brings his sweetheart, Marta Toren, to the city and marries her, but his love is divided between her and the music he must write. They have a son, but this doesn't help much. His "Manon Lescaut" is successful, and he is adopted by an old sweetheart, opera singer Nadia Gray. Toren is forgotten for the moment. Eventually, he realizes he must choose between them, and he can't bear to let Toren go. After his choice is made, Toren's life is still lonely as he goes off on trips around the world. When he returns, he finds the

house empty, Toren having gone away with their son. A maid, Miriam Bru, cares for him and falls in love with him, but he rejects her so she drowns herself. He is deeply affected, and Toren returns to care for him. Life is more peaceful after this, but he becomes fatally ill and dies before he can complete "Turandot." Another finishes it and it is successful.

X-RAY: The life and loves of Puccini, the struggle to compose his famous works and the battle to see them presented, the fame and heartbreak that were his during the years that followed, the love given him by a patient and too-understanding wife—all this and more is to be found in this colorful and entertaining work. Art house audiences should appreciate not only the good performances, the colorful settings and surroundings, the story that holds interest pretty much throughout, the apt direction and production, but also the selections from his famous works. There seems to be something here for everyone who would attend the specialty spots where this could play. The screen play is by Carmine Gallone and Glauco Pellegrini. Selections from "Manon Lescaut," "La Boheme," "Madame Butterfly," and others are heard.

AD LINES: "A Great Film About A Great Composer—Puccini"; "Puccini—A Man of Many Talents And Many Loves."

MISCELLANEOUS

Love Me Madly COMEDY NOVELTY 60M.

(D. J. McCarthy)

(Partly in color)

ESTIMATE: "Fast Buck" compilation.

CAST: Marilyn Waltz, Lynn Craig, Georgine Darcy, others. Produced by Klaytan W. Kirby.

STORY AND X-RAY: A fellow with a motion picture projector says he is fed up with ordinary run of movies; that he is going to show the audience the kind of pictures he likes. The films, disconnected, are of the slightly risqué 8mm. and 16mm. home movies type featuring models dressing and undressing. They are definitely not stag films. Some of the dialogue and situations are amusing. The models are attractive and shapely. Direction and production are amateurish. Principal story, about two reels in length, concerns a three-times divorcee who seeks a true mate in a land where polyandry is legal. All of her mates, however, prove amusingly ineffective, and she winds up giving birth to a baby resembling the travel agent, who recommended she go to the place where women have multiple mates. The color sequences, not so good, are of unrelated dance numbers. This can be exploited in some spots catering to the element favoring "fast buck" efforts.

AD LINES: "She Married And Started To Live With Four Men At The Same Time"; "The Most Startling Story Of Any Year"; "A Saucy, Daring Tale—Your Something Different In Movies."

The Shorts Parade

FOUR REEL

CinemaScope Color Novelty

DISNEYLAND. Buena Vista—People And Places Subject. CinemaScope-Technicolor. 42m. All of the marvels that have attracted more than five million visitors to the 160-acre, \$19,000,000 showplace are to

(Continued on next page)

ALPHABETICAL GUIDE To 157 Features Reviewed Since The Sept. 5, Issue

This Index covers features reviewed thus far during the 1956-57 season in addition to features of the 1955-56 season reviewed after the issue of Sept. 5, 1956.—Ed.)

A	
AMAZON TRADER, THE—41m.—Warners	4220
ANASTASIA—105m.—20th Century-Fox	4267
AROUND THE WORLD IN 80 DAYS—173m.— UA-Todd-AO	4243
ATTACK—107m.—United Artists	4217
AUTUMN LEAVES—108m.—Columbia	4214
B	
BABY DOLL—114m.—Warners	4263
BACK FROM ETERNITY—97m.—RKO	4227
BAD SEED, THE—129m.—Warners	4220
BAGDAD AFTER MIDNIGHT—60m.—Sonney	4245
BATTLE HYMN—108m.—U-I	4270
BEST THINGS IN LIFE ARE FREE, THE—104m.— 20th-Fox	4234
BETWEEN HEAVEN AND HELL—94m.—20th-Fox	4238
BEYOND A REASONABLE DOUBT—80m.—RKO	4227
BLACK WHIP, THE—77m.—20th-Fox	4267
BOOM TOWN—120m.—MGM	4242
BOSS, THE—89m.—United Artists	4217
BRASS LEGEND, THE—79m.—UA	4262
BRAVE ONE, THE—100m.—RKO	4231
BUNDLE OF JOY—98m.—RKO	4262
BURNING HILLS, THE—92m.—Warners	4220
C	
CALLING HOMICIDE—61m.—Allied Artists	4225
CANYON RIVER—80m.—Allied Artists	4249
CHA-CHA-CHA BOOM—72m.—Columbia	4229
CIRCUS GIRL—88m.—Republic	4216
CRY IN THE NIGHT, A—75m.—Warners	4220
CURUCU, BEAST OF THE AMAZON—76m.—U-I	4251
D	
DANCE HALL RACKET—62m.—Weiss	4235
DANCE WITH ME HENRY—79m.—United Artists	4270
DANIEL BOONE, TRAIL BLAZER—76m.—Republic	4243
DEATH OF A SCOUNDREL—119m.—RKO	4250
DESPERADOS ARE IN TOWN, THE—73m.—20th-Fox	4258
DOCTORS, THE—92m.—Union	4244
DON'T KNOCK THE ROCK—80m.—Columbia	4265
E	
EARTH VS. THE FLYING SAUCERS—83m.—Columbia	4214
EDDY DUCHIN STORY, THE—123m.—Columbia	4214
EVERYTHING BUT THE TRUTH—83m.—U-I	4251
F	
FIGHTING TROUBLE—60m.—Allied Artists	4265
FINGER OF GUILT—84m.—RKO	4238
FIRST TRAVELING SALESLADY, THE—92m.—RKO	4215
FLESH MERCHANT, THE—59m.—Sonney	4227
FLIGHT TO HONG KONG—88m.—United Artists	4234
FLYING LEATHERNECKS—102m.—RKO	4215
FOUR GIRLS IN TOWN—85m.—U-I	4263
FRENCH CAN CAN—93m.—UMPO	4244
FRIENDLY PERSUASION—140m.—Allied Artists	4229
FRONTIER GAMBLER—70m.—Associated	4214
FULL OF LIFE—91m.—Columbia	4265

G	
GAMMA PEOPLE, THE—79m.—Columbia	4225
GIANT—198m.—Warners	4239
GIRL HE LEFT BEHIND, THE—103m.—Warners	4252
GREAT AMERICAN PASTIME, THE—89m.—MGM	4257
GREAT MAN, THE—92m.—U-I	4259
GUN BROTHERS—79m.—United Artists	4217
GUN FOR A COWARD—88m.—U-I	4271
GUN THE MAN DOWN—78m.—UA	4258

H	
HE LAUGHED LAST—77m.—Columbia	4230
HOLD BACK THE NIGHT—80m.—Allied Artists	4213
HOLLYWOOD OR BUST—95m.—Paramount	4262

I	
INSIDE A GIRLS' DORMITORY—100m.—Ellis	4252
IS YOUR HONEYMOON REALLY NECESSARY— Brenner	4244
IT CONQUERED THE WORLD—71m.—American Int.	4245

J	
JULIE—97m.—MGM	4237

K	
KILLERS, THE—101m.—U-I	4227
KING AND FOUR QUEENS, THE—86m.— United Artists	4270

L	
LAST MAN TO HANG, THE—75m.—Columbia	4250
LAST WAGON, THE—99m.—20th-Fox	4216
LOVE ME MADLY—60m.—McCarthy	4271
LOVE ME TENDER—89m.—20th-Fox	4258
LUST FOR LIFE—122m.—MGM	4226

M	
MAN FROM DEL RIO—82m.—United Artists	4239
MAN IN THE VAULT—73m.—RKO	4267
MARCELINO—90m.—UMPO	4245
MARIE ANTOINETTE—149m.—MGM	4250
MEN OF SHERWOOD FOREST—77m.—Astor	4214
MIAMI EXPOSE—73m.—Columbia	4214
MOLE PEOPLE, THE—78m.—U-I	4252
MOUNTAIN, THE—105m.—Paramount	4231
MUTINY ON THE BOUNTY—133m.—MGM (Reissue)	4261

N	
NAKED HILLS, THE—73m.—Allied Artists	4229
NIGHTFALL—78m.—Columbia	4261
1984—91m.—Columbia	4214

O	
OBERSTEIGER, DER—98m.—Casino	4271
ODONGO—85m.—Columbia	4230
OKLAHOMA!—140m.—20th-Fox	4251
OPPOSITE SEX, THE—117m.—MGM	4226

P	
PAPA, MAMA, THE MAID AND I—94m.—Columbia	4241
PEACEMAKER, THE—81m.—UA	4251
PHANTOM HORSE, THE—90m.—Harrison	4220
PORT AFRIQUE—92m.—Columbia	4225
POWER AND THE PRIZE, THE—98m.—MGM	4226
PRIVATE'S PROGRESS—96m.—DCA	4214

R	
REBECCA—129m.—20th-Fox	4216
REPRISAL—74m.—Columbia	4230
RIDE THE HIGH IRON—74m.—Columbia	4261
ROCK, PRETTY BABY—89m.—U-I	4259
ROCK, ROCK, ROCK—83m.—D.C.A.	4266
ROGUES OF SHERWOOD FOREST—80m.—Columbia	4241
ROSE BOWL STORY, THE—75m.—Allied Artists (Reissue)	4261
RUNAWAY DAUGHTERS—88m.—American-Int.	4249
RUNNING TARGET—83m.—UA	4259

S	
SCANDAL, INC.—79m.—Republic	4258
SCREAMING EAGLES—81m.—Allied Artists	4213
SEARCH FOR BRIDEY MURPHY, THE—84m.— Paramount	4237
SECRETS OF LIFE—75m.—Buena Vista	4241
SECRETS OF THE REEF—72m.—Continental	4245
SEVENTH CAVALRY, THE—75m.—Columbia	4241
SHAKE, RATTLE AND ROCK—77m.—American-Int.	4249
SHARKFIGHTERS, THE—73m.—United Artists	4244
SHE CREATURE, THE—77m.—American Int.	4245
SHIP THAT DIED OF SHAME, THE—91m.—Continental	4220
SILENT WORLD, THE—86m.—Columbia	4230
SLANDER—90m.—MGM	4266
SLEEPING CITY, THE—84m.—U-I	4227
SNOW WAS BLACK, THE—105m.—Continental	4257
SOLID GOLD CADILLAC, THE—99m.—Columbia	4214
SPELL OF THE HYPNOTIST—78m.—Exploitation	4221
SPIN A DARK WEB—76m.—Columbia	4230
STAGECOACH TO FURY—76m.—20th-Fox	4238
STORM CENTER—85m.—Columbia	4214
STRANGE ADVENTURE, A—70m.—Republic	4243
STRANGE INTRUDER—82m.—Allied Artists	4257
SUICIDE MISSION—70m.—Columbia	4250

T	
TALE OF TWO CITIES, A—128m.—MGM	4250
TEA AND SYMPATHY—122m.—MGM	4231
TEAHOUSE OF THE AUGUST MOON, THE— 123m.—MGM	4242
TEENAGE REBEL—94m.—20th-Fox	4251
TEN COMMANDMENTS, THE—219m.—Paramount	4237
TEN TALL MEN—97m.—Columbia	4242
TENSION AT TABLE ROCK—93m.—RKO	4231
THIRD MAN, THE—104m.—20th-Fox	4243
THREE VIOLENT PEOPLE—100m.—Paramount	4267
THUNDER OVER ARIZONA—75m.—Republic	4216
THUNDERSTORM—81m.—Allied Artists	4213
TOMAHAWK TRAIL—60m.—UA	4270
TOWARD THE UNKNOWN—115m.—Warners	4234
TO THE ENDS OF THE EARTH—108m.—Columbia	4242
TWO LOVES HAD I—98m.—Jacon	4271

U	
UNGUARDED MOMENT, THE—95m.—U-I	4217
UNTAMED MISTRESS—70m.—Armond	4245

V	
VAGABOND KING, THE—88m.—Paramount	4215
VIOLENT YEARS, THE—61m.—Phoenix	4239
VITELLONI—103m.—A.P.I. Prod.	4263

W	
WALK THE DARK STREET—74m.—Dominant	4245
WAR AND PEACE—208m.—Paramount	4215
WEREWOLF, THE—83m.—Columbia	4214
WESTWARD HO, THE WAGONS—90m.—Buena Vista	4265
WETBACKS—88m.—Gibraltar	4246
WHITE SQUAW, THE—75m.—Columbia	4242
WILD PARTY, THE—81m.—UA	4263
WOMAN'S DEVOTION, A—88m.—Republic	4262
WOMEN OF PITCAIRN ISLAND, THE—72m.—20th-Fox	4267
WRITTEN ON THE WIND—99m.—U-I	4234

Y	
YANG KWEI FEI—92m.—Buena Vista	4141
YAQUI DRUMS—71m.—Allied Artists	4225
YOU CAN'T RUN AWAY FROM IT—95m.—Columbia	4237
YOUNG GUNS, THE—84m.—Allied Artists	4249

Z	
ZARAK—99m.—Columbia	4266

(The running time carried in this listing represents the latest corrected time of each feature. While every effort is made to keep the listing accurate, features are often subject to editing after being reviewed. Readers are advised to check the time with the local exchange—Ed.)

The Shorts Parade

(Continued from preceding page)

be seen in this gigantic, entertaining commercial. The audience is taken through its various sectors by helicopter, by trolley, wagon, boat, and railroad, and the best of Frontiersland, Adventureland, Fantasyland are caught by the CinemaScope lenses in revealing color by Technicolor. EXCELLENT.

TWO REEL

Novelty

HIDDEN TALENT. D. J. McCarthy. 17m. In this comedy novelty a cub reporter interviews an "actress" in her dressing room. She tells him, and the camera shows in flashback, how she and a girl friend learned acting and makeup, also figure reducing exercises, from a book. She gets her curtain call, invites him to watch her "act" from the wings of the stage. As she goes into a strip tease number, he remarks, "She had to study for that?" The girls are attractive, have good figures, but this is amateurishly made. FAIR.

Serial

HOP HARRIGAN. REISSUE. April, 1946. Columbia—Serial. 15 chapters. William Bakewell, Jennifer Holt, Robert (Buzz) Henry, Emmett Vogan. Directed by Derwin Abrahams; produced by Sam Katzman. First episode, "A Mad Mission." 29m. Hop Harrigan (William Bakewell) and his pal, Sumner Getchell, operate a smaller airfield on land leased from Jennifer Holt and her small brother, Buzz Henry. Bakewell saves the life of Emmett Vogan, who then hires him to fly inventor John Morton to his laboratory, where he is working on a new motor claimed to be superior in source of power to atomic energy. One of the planes of a faction out to get the secret of the motor follows Bakewell, but he eludes it. Nearing the destination of the lab, Morton insists Bakewell fly blindfolded as he wants to keep its location a secret. Bakewell stays at the controls, and gets his instructions from Merton. However, the plan fails, and Bakewell finds himself heading straight for a mountain side when he partially removes the blindfold. Meanwhile, crooks out to discredit Bakewell have held up Holt as she received a gold shipment via one of Bakewell's planes, and Henry has goes in pursuit. With

plenty of action once it gets under way, and an abundance of aviation stunts, etc., this should have its appeal to kids and aerial addicts. Based on a known adventure strip in the comics, it unfolds in similar fashion. GOOD."

ONE REEL

Color Cartoon

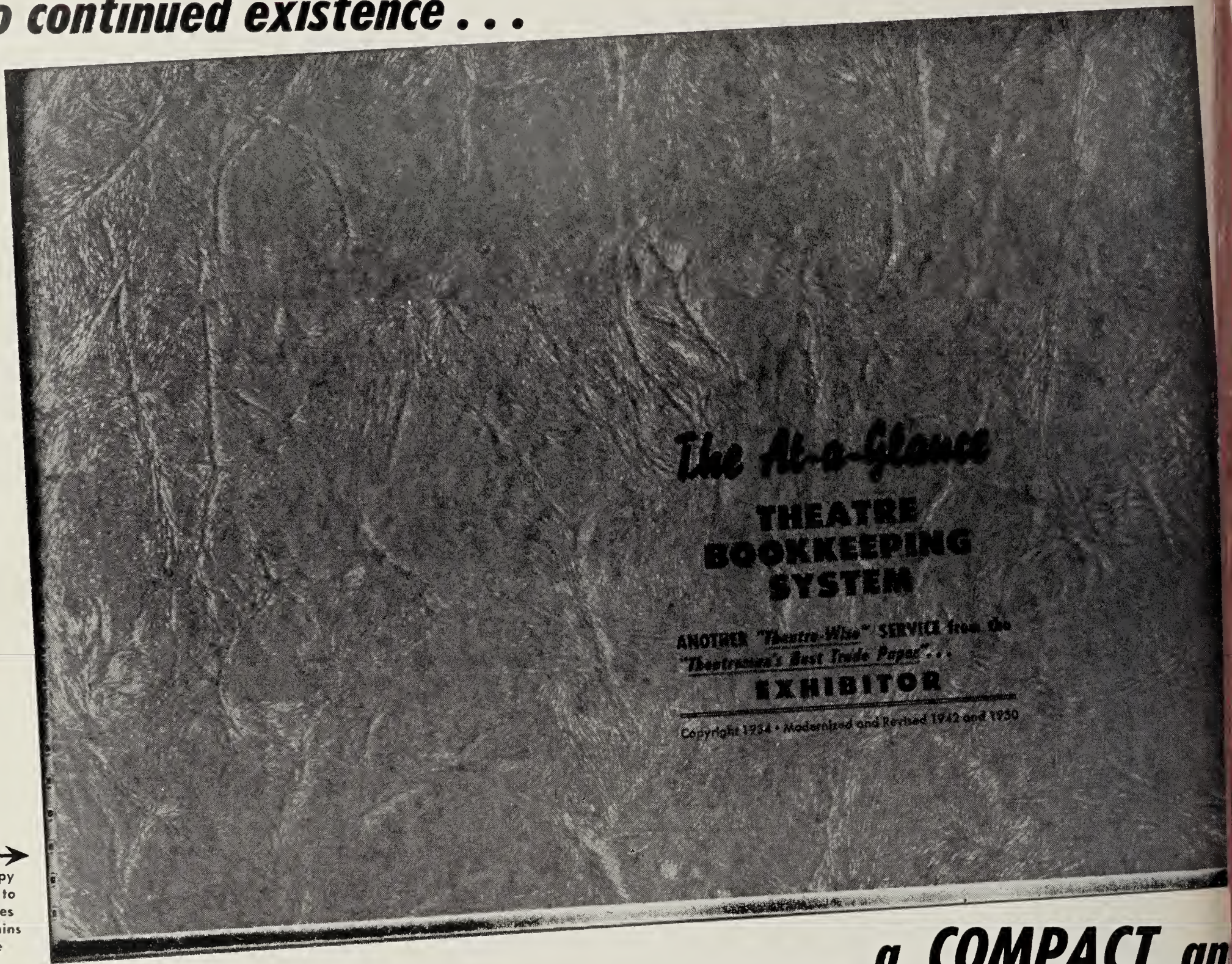
HEN HOUSE HENERY. Reissue (Sept., 1949). Warners—Blue Ribbon Hit Parade Cartoons. 7m. Henery Hawk goes after a large rooster as his first conquest, but is tricked into unsuccessful jousts with a duck and a turtle. Finally, he teams up with the rooster's pet punching-bag, a dog, in hilarious fast-paced action to get his rooster. EXCELLENT. (4304).

CinemaScope Color Novelty

THUNDER BEACH. Warners—Anamorphic WarnerColor Specials. 8m. Stock car races under direction of NASCAR at Daytona Beach, Fla., are caught, including a thrilling 160 mile Grand National. Fast moving camera has caught spirit of fast moving racing cars, with interesting shots of drivers, officials, onlookers. Jack Glenn produced. EXCELLENT. (3225).

NOW

... when close control over all expenses and accurate Profit-or-Loss statements, are important to continued existence ...



GREATLY REDUCED SIZE → Actual copy measures to 9x12 inches and contains 52 2-page spreads.

*... a **COMPACT** and **STREAMLINED** set of Theatre Accounting Records.*

SIMPLE! ACCURATE! COMPLETE! TAX SUFFICIENT!

The At-a-Glance **THEATRE BOOKKEEPING SYSTEM**

COMPLETELY REVISED AND READY FOR SHIPMENT • THE ONLY BOOK OF ITS KIND ON THE MARKET

START THE NEW YEAR RIGHT!

Naturally ... this is a PLUS-SERVICE restricted to ONLY the regular Theatre Subscribers to MOTION PICTURE EXHIBITOR. Subscribers need only direct their order and remittance to ...

EXHIBITOR  BOOK SHOP

246-48 N. CLARION STREET • PHILADELPHIA 7 PA

Price per copy
(A Full 52-Week Year's Supply)

\$1.60

Including Postage

MOTION PICTURE

EXHIBITOR

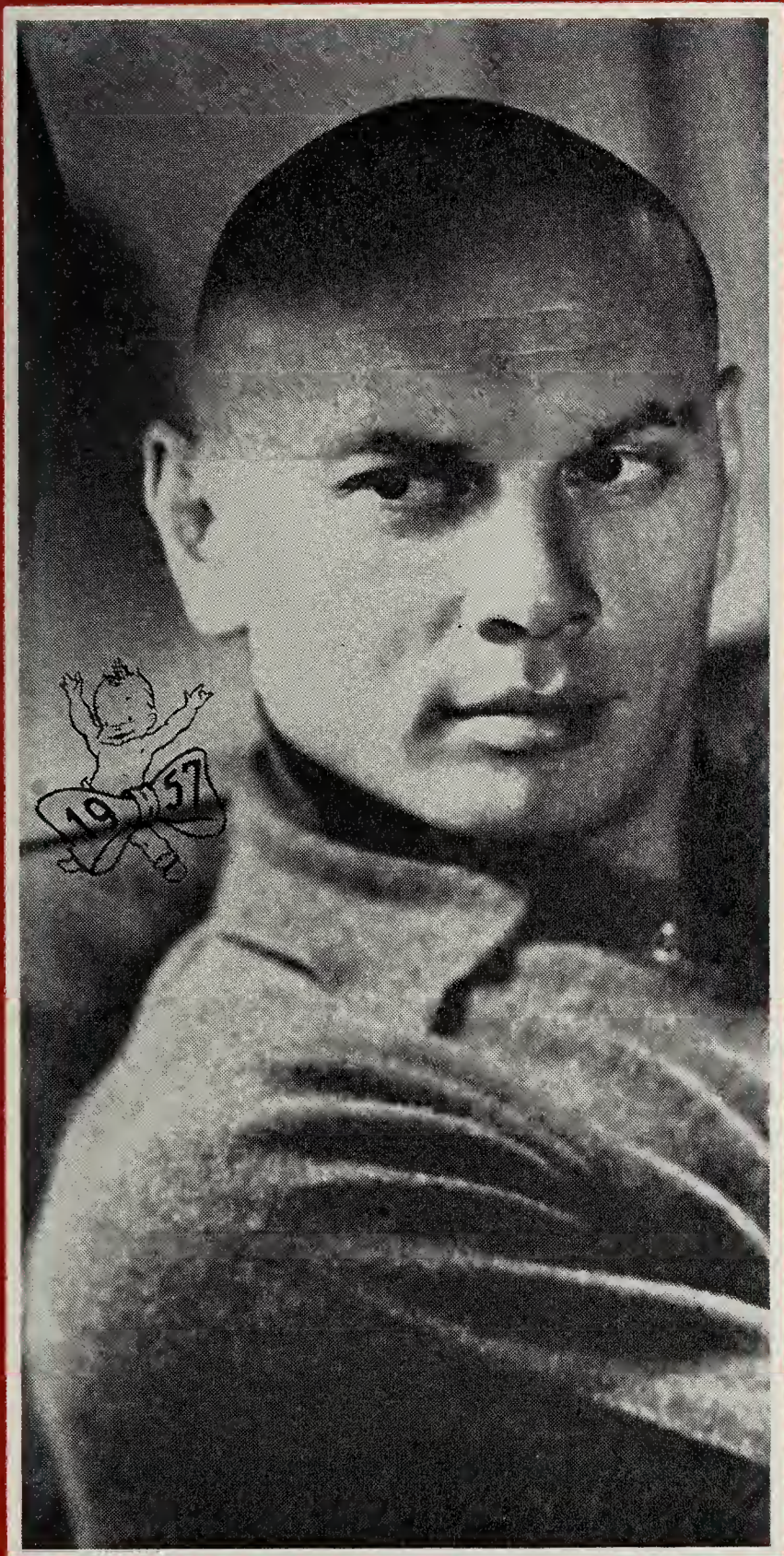
JANUARY 2, 1957

VOLUME 57

NUMBER 10

IN TWO SECTIONS

• THIS IS SECTION ONE



***"Baby Doll" . . .
And Its Reception***

editorial

**AB-PT Exhibs
Advise Am-Par**

(page 6)

**How To Combat
Local Taxation**

(page 7)

AND FEATURING: PHYSICAL THEATRE

← Yul Brynner, a bald man's delight and a barber's nightmare, is currently the hottest thing on celluloid, with three top hits showing, "The King And I," "Anastasia," and "The Ten Commandments."



WHEN THE CLOCK STRUCK MIDNIGHT NEW YEAR'S EVE

We wished all our friends in the industry a happy and prosperous 1957. M-G-M is contributing to that prosperity with fine box-office attractions, some of them are listed below:

"THE TEAHOUSE OF THE AUGUST MOON"

(CinemaScope—Metrocolor)

Marlon Brando, Glenn Ford, Machiko Kyo, Eddie Albert, Paul Ford, Jun Negami, Nijiko Kiyokawa, Mitsuko Sawamura.

"JULIE"

Doris Day, Louis Jourdan, Barry Sullivan, Frank Lovejoy. An Arwin Production.

"THE IRON PETTICOAT"

(VistaVision—Technicolor[®])

Bob Hope, Katharine Hepburn, Noelle Middleton, James Robertson Justice, Robert Helpmann. A Remus Film.

"THE GREAT AMERICAN PASTIME"

Tom Ewell, Anne Francis, Ann Miller.

"EDGE OF THE CITY"

John Cassavetes, Sidney Poitier, Jack Warden, Kathleen Maguire, Ruby Dee. A Jonathan Production.

"THE BARRETTS OF WIMPOLE STREET"

(CinemaScope—Metrocolor)

Jennifer Jones, John Gielgud, Bill Travers, Virginia McKenna.

"THE LITTLE HUT"

Ava Gardner, Stewart Granger, David Niven, Walter Chiari. A Herbson, S. A. Production.

"SLANDER"

Van Johnson, Ann Blyth, Steve Cochran, Marjorie Rambeau, Richard Eyer.

"THE HAPPY ROAD"

Gene Kelly, Barbara Laage, Michael Redgrave, Bobby Clark, Brigitte Fossey. A Kerry Production.

"LIZZIE"

Eleanor Parker, Richard Boone, Joan Blondell, Hugo Hass. A Bryna Production.

"THE LIVING IDOL"

(CinemaScope—Color)

Steve Forrest, Liliane Montevecchi, James Robertson Justice, Sara Garcia, Eduardo Noriega. An Albert Lewin Production.

"RAINTREE COUNTY"

(In M-G-M Camera 65—Metrocolor)

Montgomery Clift, Elizabeth Taylor, Eva Marie Saint, Nigel Patrick, Lee Marvin, Rod Taylor, Agnes Moorehead, Walter Abel, Jarma Lewis, Tom Drake.

"THE VINTAGE"

(CinemaScope—Metrocolor)

Mel Ferrer, Pier Angeli, John Kerr, Michele Morgan, Theodore Bickel, Leif Erickson.

"THE WINGS OF EAGLES"

(Metrocolor)

John Wayne, Dan Dailey, Maureen O'Hara, Ward Bond.

"SOMETHING OF VALUE"

Rock Hudson, Dana Wynter, Wendy Hiller, Juano Hernandez, William Marshall, Sidney Poitier.

"TEN THOUSAND BEDROOMS"

(CinemaScope—Metrocolor)

Dean Martin, Anna Maria Alberghetti, Eva Bartok, Dewey Martin, Walter Slezak, Paul Henreid, Jules Munshin.

"DESIGNING WOMAN"

(CinemaScope—Metrocolor)

Gregory Peck, Lauren Bacall, Dolores Gray, Jack Cole, Tom Helmore, Sam Levene, Mike Shaughnessy, Chuck Connors.

"GUN GLORY"

(CinemaScope—Metrocolor)

Stewart Granger, Rhonda Fleming, Chill Wills, Steve Rowland.

EXHIBITOR



JANUARY 2, 1957
VOLUME 57 NUMBER 10

"BABY DOLL" . . . AND ITS RECEPTION

IN THESE DAYS, when a single motion picture, "BABY DOLL," seems to have turned loose a holy crusade by some American Catholic bishops, Catholic newspapers, and Catholic columnists that outranks in intensity and in headlines even the clerical protests that triggered the original founding of the Catholic Legion of Decency many years ago, there are some who approach the matter, confidently, and without hysteria.

It is not the purpose of this page to defend "BABY DOLL." We have already reviewed it, quite frankly and without too much praise, as a picture that "will prove a problem," that "is adult and sophisticated to say the least," that "will shock many with its frankness and emphasis on sex," and that is "off-beat adult drama best for sophisticated metropolitan spots." We feel that Mr. Williams and Mr. Kazan when they made it, and Warner Brothers when they agreed to distribute it, knew all of this, and were prepared to rise or fall financially and as showmen on whether the American public would want to see and would buy such a theme. They are all three "big boys now," with a right to make up their own minds, and if they get clobbered by a Legion of Decency "C" rating and by a wave of public rejection, that is their business, and no "skin off the back" of the rest of us.

As a trade paper, we feel that MOTION PICTURE EXHIBITOR fulfilled its duty by reporting and reviewing "BABY DOLL" truthfully and honestly. We do not feel that we should participate in any meetings or conferences, or that we should lend any industry knowledge or expertness we may possess to the forcing of our particular views or beliefs back on Mr. Williams, or Mr. Kazan, or on Warner Brothers. But we do feel that we owe it to our subscribers to bring to them *all* thinking, by *all* different influential people, on *all* subjects.

While all Catholic clergymen and laymen can be considered anti-"BABY DOLL," there is a more radical group that seems to be willing to throw anything, and charge anything, that they think will hurt it, regardless of the results or of the legality of the throwing or of the charging. Prominent among these are Bishop William A. Scully of Albany, N. Y., chairman of the Bishop's Committee on Motion Pictures and moderator of the National Legion of Decency, whose diocesan newspaper, THE EVANGELIST, dated Dec. 21, summed up a bitter attack with: "If 'BABY DOLL' comes to your area theatre stay away from it. It is moral contamination. It will dirty you. A phone call voicing intelligent protest and joining in a boycott of the theatres in which this picture is shown will be effective championing of right." In advocating "boycott," we believe such an editorial can

be considered to be both illegal and un-American.

Also prominent in this radical group would seem to be Cardinal Spellman of New York, who was taken to task in an editorial in the NEW YORK POST, for his insinuation that patriotism to the U.S.A. was in some way involved with attendance at a showing of "BABY DOLL." A direct quote from Cardinal Spellman's sermon from the pulpit of Saint Patrick's Cathedral on Dec. 16, with "copies to all papers," and resultant headline stories in the nation's newspapers that should add \$1,000,000 to the picture's national gross, is as follows: "It is the moral and patriotic duty of every loyal citizen to defend America not only from dangers which threaten our beloved country from beyond our boundaries, but also the dangers which confront us at home (BABY DOLL)."

There is also the confining statement in Cleveland's CATHOLIC UNIVERSE BULLETIN, a weekly dated Dec. 14, that is quoted in the I.T.O. of Ohio bulletin as having said: "The Legion of Decency is the official and authorized judge of the conformity of a film to the Commandments of God." Had the word "Catholic" been added no one could quarrel with that, but we doubt whether the balance of the Protestants, Jews, and members of other religions in the U.S.A. or elsewhere, have delegated such officialdom or authority.

And, of course, there is good old Westbrook Pegler, who, taking advantage of the headlines, rushed in with charges of Mr. Kazan's recanted Communism (which he doubts was really recanted), and a broad charge that: "There are few major productions of the screen and the Broadway stage which do not return a profit to Reds, and radio-television is heavily infested with prosperous popinjays and manipulators who have the same background of conspiratorial treachery against the life of the United States."

While all of this is supplying Warner Brothers, as distributors of "BABY DOLL," with much more promotional publicity than they will purchase with advertising dollars, and in most cases with promotional publicity that dollars could not buy, there are some Catholic clergymen and laymen who might be termed moderates, who seem to face the issue of "BABY DOLL" with a better knowledge of the general public and less bombast. They aren't making the mistake of making the headlines, or contributing to the furor that will result in big boxoffice, thereby defeating their very purpose. And, in the ultimate conclusion they may be attuned just a little more closely to the moral thinking of the great masses of religious people.

Typical of this moderate, unemotional, non-headline-making, and non-belligerent attitude is a Dec. 2 speech by Archbishop Cushing of Boston, reprinted and referred to by several Catholic weeklies on or about Dec. 14 when the "BABY DOLL" crusade started to steam. We are not insinuating that Archbishop Cushing was referring to the crusade. He was not. But here is what he said: *"To be religious does not mean to be militant and challenging in manifesting our identification with the Catholic Church. Bigotry is a detestable word, and it denotes an equally detestable attitude towards those with whose opinions we find ourselves in disagreement. We have protested in the past against the bigotry of those who seem to have deliberately refused to accept us as their neighbors because of the faith which we have honestly professed.*

"We must be careful ourselves not to allow our loyalty to our faith to degenerate into narrow and unreasonable intolerance.

"It is unfortunate that bigotry can be Catholic as well as non-Catholic.

In a similar vein, and referring to "BABY DOLL" or any other condemned picture, John Fitzgerald, the entertainment columnist of OUR SUNDAY VISITOR, the largest weekly circulation in the Catholic press, has written on Dec. 30 a brilliant editorial that only space prevents our bringing to you in its entirety. We would like to share this portion with you:

"Today, I'd just like to talk about proper methods of protest in a democratic society.

"Should a film earn a condemnation because of its possible moral effect there are several ways we may act.

"We can 'judge for ourselves' as the filmmakers usually suggest. However, it costs the price of a ticket to get into 'the court of public opinion.' And I doubt if there'll be screenings on a pay-as-you-leave-if-you've-liked-it basis.

"Or we might (1) have nuns form a human chain across the theatre entrance; (2) have innocent children stretch themselves across the sidewalks so that customers will have to trample their little bodies on the way to the courthouse (boxoffice); (3) scare the living day-lights out of exhibitors by threats of 'fire inspections,' bombs and boycotts; (4) have veterans' groups, seminarians, good ladies, etc., parade with placards. This latter move is a good one if your group needs publicity. Newspapers love picket lines. In the case of a shoddy little film in Connecticut awhile back, a holy priest and some clean-cut innocents got their picture in the paper, got their story picked up by the Associated Press nationally, and gave Howard Hughes free publicity that he couldn't buy—all in one night.

"If these suggestions seem a bit extreme—which I believe they are—let's see what Rev. John Courtney Murray, S. J., says in a recent article in BOOKS ON TRIAL; 'There can be no slightest quarrel when (associations) use simply the methods of persuasion; that is, when they appeal for voluntary cooperation on the grounds of common moral and social responsibility. . . . The chief danger is lest the Church itself be identified in the public mind as a power-association. The identification is injurious; it turns into a hatred of the faith. And it

has the disastrous effect of obscuring from the public view the true visage of the Church as God's kingdom of truth and freedom, justice and love. Our purpose is to stand before the world as men and women of faith, and therefore of reason, too, whose reliance is on the methods of reason and not of force. We would wish always to be men and women of courage, ready to face any issue; but also men and women of prudence, who understand the art of procedure and understand, too, that we are morally bound, by the virtue of prudence, to a concrete rightness of method in the pursuit of moral aims.'

"To illustrate the maxim that a scream from the pulpit is money in the boxoffice a veteran showman told me: 'Years ago showmen and exploitation agents could say anything. Today the Code and Better Business Bureaus limit how far they can go in their ads. To say a picture is 'spicy! racy!' or 'Adults Only!' doesn't mean much today. The public's wise. Only the dumber ones and the kids fall for that sucker stuff. But if they can get some outside organization to say the same thing about a picture—then people will believe it.'

"Personal and group letters, phone calls, and telegrams can do much to explain the Catholic position—providing they're not the loudmouth, cruckpot, hate-filled tirades that're as far from the Christian spirit of charity and fraternal correction as could possibly be managed.

And, while having no authority in the U.S.A., Father John A. Burke, ecclesiastical director of Britain's Roman Catholic Film Institute, the English equivalent to the Legion of Decency here, and like the Legion of Decency affiliated with the International Catholic Film Office, is quoted in the Dec. 21 issue of the NEW YORK TIMES as having said in London that he could "see no reason why adult Catholics should not see 'BABY DOLL'." That it was "a brilliant piece of work on a decadent subject" and that it "obviously was not the sort of thing for thoughtless people."

So, while Catholics and lots of other people may agree wholeheartedly that "BABY DOLL" is distasteful as motion picture fare, and possibly should be discouraged as a bellwether of future film entertainment, there are many different views about how the discouragement can be most effectively administered. Theatre men themselves must share this dilemma. Normally, in an area where his patrons object to "BABY DOLL," no theatre man should deliberately oppose their views. In other areas, where patron demand indicates a desire to see the picture, it might be well to play an "adults only" policy, and to refuse admission to anyone under 21 years of age. In still other areas, it might be wise to ask for opinion and to provide public voting facilities in the lobby.

Organized campaigns, however, whether postcards, phone calls, or visits, should be treated with a certain degree of suspicion. If the writer, caller, or visitor cannot be identified as a proved and regular patron, as is too frequently the case, his or her protest should not bear too much weight. Such "knockers" never "boost," so their loss of patronage is no loss at all. Each theatre man must think this out for himself and for the best present and future of his theatre. But don't panic!

Jay Emanuel

A JAY EMANUEL PUBLICATION. Founded in 1918. Published weekly by Jay Emanuel Publications, Incorporated. Publishing office: 246-248 North Clarion Street, Philadelphia 7, Pennsylvania. New York: 229 West 42nd Street, New York 36. West Coast: Paul Manning, 8141 Blackburn Avenue, Los Angeles 48, Cal. Jay Emanuel, publisher; Paul J. Greenhalgh, general manager; Albert Erlick, editor; George Frees Nonemaker, feature editor; Mel Konecoff, New York editor; Arnold Farber, Physical Theatre and Extra Profits departmental editor; William Haddock, associate editor; Albert J. Martin, advertising manager; Max Cades, business manager; Leo Maestripietri, circulation manager. Subscriptions: \$2 per year (52 issues); and outside of the United States, Canada, and Pan-American countries, \$5 per year (52 issues). Special rates for two and three years on application. Entered as second class matter at the Philadelphia, Pennsylvania, post office. Address letters to 246-48 North Clarion Street, Philadelphia 7, Pennsylvania.

ANASTASIA TRIUMPHANT

WITH CRITICS!

"Highest rating" Daily News • "Ingrid Bergman's performance worthy of an Academy Award" New York Times • "An achievement!" Life Magazine • "Ingrid Bergman's magnificent performance and her glowing beauty have inspired the enthusiasm of critics" Walter Winchell • "If Brynner isn't nominated for an Academy Award there is no justice" Louella O. Parsons • "I'd like to nominate both Ingrid Bergman and Helen Hayes for Academy Awards" Hedda Hopper

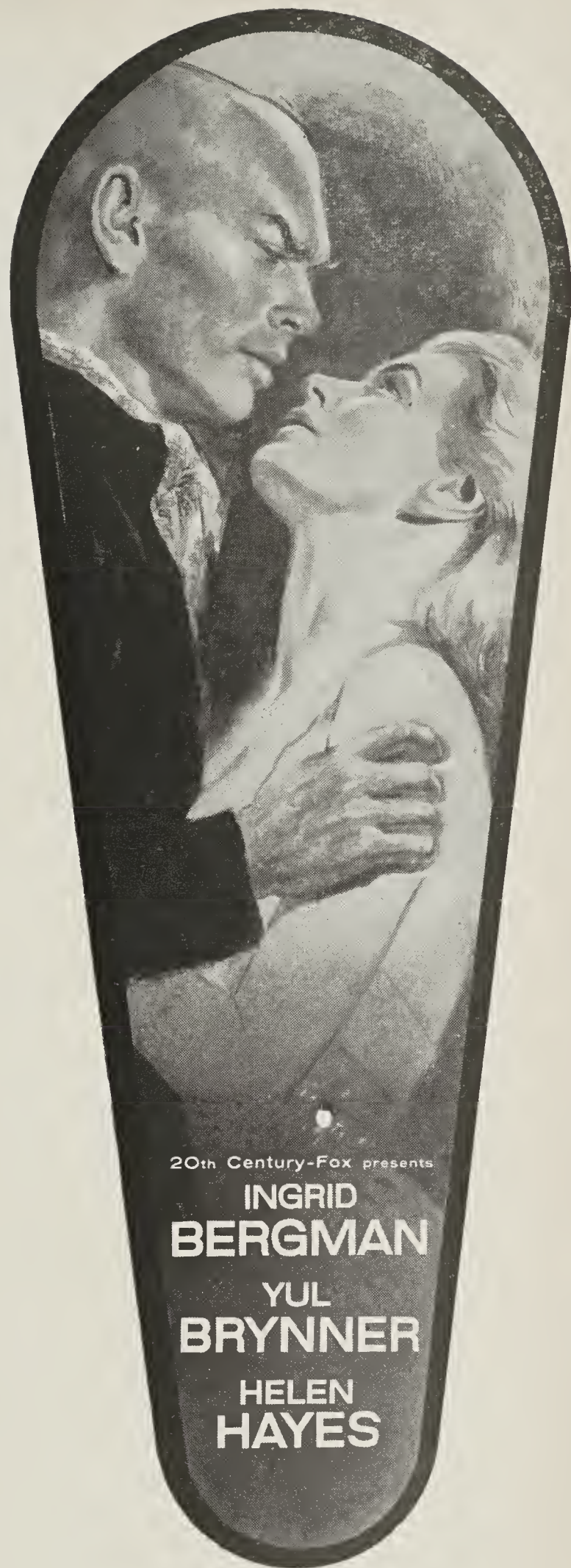
ANASTASIA TRIUMPHANT

WITH EXHIBITORS!

Biggest pre-Christmas openings ever! Watch first dates in *East*—Roxy, New York; *West*—Chinese, Los Angeles; *South*—Three theatres, Miami; *Midwest*—Oriental, Chicago!

ANASTASIA TRIUMPHANT

WITH THE PUBLIC!



20th Century-Fox presents

INGRID
BERGMAN

YUL
BRYNNER

HELEN
HAYES



ANASTASIA

COLOR by DE LUXE

CINEMASCOPE

with AKIM TAMIROFF · MARTITA HUNT · FELIX AYLMER

Produced by BUDDY ADLER · Directed by ANATOLE LITVAK

Screenplay by

ARTHUR LAURENTS

AB-PT Exhibitors Advise Am-Par On Story Selection And Promotion

NEW YORK—A committee made up of some of the leading exhibitors of theatre subsidiaries of American Broadcasting-Paramount Theatres, Inc., will serve in an advisory capacity in the selection of story material and promotional policies for future pictures of Am-Par Pictures Corporation, the production subsidiary of AB-PT, according to an announcement made last week by Sidney M. Hartley, vice-president of AB-PT in charge of production.

This committee, representing a cross section of the country, will serve to provide the full benefit of exhibitor thinking and experience. The first meeting with Irving Levin, president of Am-Par Pictures, is scheduled for early next year.

Jerry Zigmond, western division manager of the company's theatres, who headquarters in Los Angeles, will be chairman of the group. Other members of the group, comprised completely of wholly-owned AB-PT theatre divisions, include Louis J. Finske, head of Florida State Theatres, Jacksonville; Norris Hadaway, head of advertising and publicity, Wilby Kinsey Circuit, Atlanta; Henry Plitt, head of the



George Schaefer, right, sales representative, Russ-Field Productions, recently told a trade press luncheon at Sardi's, New York, all about the UA release, "King And Four Queens." Also present at the interview was Myer F. Beck, Russ-Field publicity representative.

Paramount Gulf circuit, New Orleans; David Wallerstein, general manager, Balaban and Katz, Chicago; and Raymond Willie, assistant general manager, Interstate Theatres, Dallas.

The NEW YORK Scene By Mel Konecuff

MAIL—Dear Mel: Wonderful of you to junket up to Grossinger's for the preview. Hope you had some fun—I did. Here's wishing you and yours a bundle of joy in the holiday to come. Sincerely, EDDIE FISHER, boy father.

EXPLOITATION NOTE: A huge exploitation book has been put out on Columbia's "Zarak." It weighs close to two-and-a-half pounds, contains several hundred pages of feature stories, script notes, photos, biographies, and other pertinent data, and is one of the most impressive works of its kind calculated to assist "publicists, salesmen, and exhibitors" in the selling of the film.

PREMIERE NOTE: We were invited to come up to Greenhaven Prison in Stormville, N. Y., the most modern penal institution in the U.S., for the world premiere of RKO's "Public Pigeon No. 1" before 3,000 inmates. There was no guarantee of getting out, so we didn't accept. Y'know ya gotta be careful sometime.

THE METROPOLITAN SCENE: Something a little different in the way of advertising "Baby Doll" hitting some of the local papers. Two column ads are being inserted featuring the widely-publicized photograph of Carroll Baker in the crib, with the copy reading only "Now At The Victoria." The name of the picture is not mentioned. . . . "War And Peace" is playing Forty-second Street with a 55 cent admission. The rate was four times that when it played up the street at the Capitol not too long ago. . . . The Radio City Music Hall was opening at 7:30 a.m. last week to take care of the terrific crowds that throng that institution annually at this time. . . . Mike Todd sent local newspaper critics a one-word wire of thanks after having "Around The World In 80 Days" voted the best feature of the year. Will the "Best Screenplay" category be continued next year by the critics group? Maybe not, as there was some dissension on this, we understand. . . . Popeye cartoons a big hit with the youngsters at home via their TV sets. As a result, they don't want to pay for same at theatre boxoffices when they can get three each night for free. . . . From far off Ceylon comes holiday greetings from William Holden, Alec Guinness, Jack Hawkins, David Lean, and Sam Spiegel where they are making "The Bridge On The River Kwai." . . . Added seasonal greetings in from the Mort Sunshines, Hortense Schorr, the Al Floersheimers, Don La Badie, George Evans, the Si Seadlers, Alan Bader, the Leon Roths, Ralph Moyer from Atlanta, Harry Albus, Al Stern, Bob Boehnel, Mike Mindlin, Joe Hyams, Associated Artists, Mike Davidson, Steve Davis, Bill O'Hara, Sam Kestenbaum, Charles Cohen, Sid Rechetnik, Bill Ornstein, Dan Terrell, Harry Mandel, John Cassidy, Margaret Ettinger, Charles Einfeld, Phil Gerard, Charlie Simonelli, Harry Goldberg, Lynn Farnol, Martin Davis, Bert Ennis, Rita Cummings, Paul Street, etc.

BROADWAY GROSSES

(As of this Monday)

Records Topple In Holiday Boom

NEW YORK—The holiday boosted grosses in all cases over the long week-end, with some houses approaching an all-time high. There was only one new arrival, but many of the holdovers were showing potent staying qualities.

According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the breakdown was as follows:

"The Wrong Man" (Warners). Paramount (\$45,000)*—Second week was sure of \$45,000.

"Anastasia" (20th-Fox). Roxy (\$40,000)—A near record was approached here with \$150,000 in sight for the third week, and \$81,923 in the till for Friday through Sunday. Ice show on stage.

"The Teahouse Of The August Moon" (MGM). Radio City Music Hall (\$144,000)—A record of \$205,000 was anticipated here for the fifth week, with \$125,000 accounted for on Thursday through Sunday. Christmas stage show.

"Bundle Of Joy" (RKO). Capitol (\$49,000)—This was heading toward \$50,000 on the second session.

"Zarak" (Columbia). Globe (\$14,800)—\$22,000 looked for on the opening week.

"The King And Four Queens" (UA). Mayfair (\$15,000)—Second week sure of \$23,000.

"The Rainmaker" (Paramount). Astor (\$29,000)—Expected \$34,000 on the third week.

"Baby Doll" (Warners). Victoria (\$20,400)—A smash \$62,000 for an all-time record anticipated for the second week.

"Hollywood Or Bust" (Paramount). Loew's State (\$28,700)—Second week sure of \$40,000.

*Figures in parentheses are 1955 weekly averages based on MOTION PICTURE EXHIBITOR reports.

Toll-TV Hearings Likely

WASHINGTON—The Federal Communications Commission indicated last week that it would most likely hold hearings and other proceedings before making any decision on the controversial subscription television issue.

The Commission staff is preparing a summary of the material filed with the Commission and hopes to have this ready soon, along with its comprehensive network study.

List Dividend Set

NEW YORK—At a meeting of the board of List Industries Corporation, a dividend of 25 cents per share was declared payable on Jan. 14.

I N D E X

VOLUME 57, NUMBER 10 JANUARY 2, 1957

SECTION ONE

EDITORIALS	3
THE NEW YORK SCENE	
BY MEL KONECOFF	6
SHOWMANSHIP SWEEPSTAKES	10
THE INTERNATIONAL SCENE	12
NEWS OF THE TERRITORIES	13
PHYSICAL THEATRE	PT-1—PT-12

SECTION TWO

THE SERVICESECTION	SS-1—SS-3
(The Yellow Check-Up)	

Anti-Tax Strategy Mapped By SW Managers

Prominent Citizens Seen Aid In Proving Theatre's Value To Any Community; Ambler Campaign Studied

PHILADELPHIA—Stanley Warner Philadelphia zone manager Ted Schlanger, last week announced a program designed to aid local theatres to eliminate what Schlanger called "the insidious enabling act which in Pennsylvania permits cities of other than the First Class (Philadelphia is the only city in Pennsylvania that is of the First Class) to levy taxes on local amusements."

Schlanger said the program was a direct result of the successful campaign waged by SW district manager Jack Flynn in Ambler, Pa., a suburb of Philadelphia.

At a meeting of SW managers and executives, Schlanger said there were two approaches to eliminating the tax, by actively working to have the state law repealed or by working locally in communities where a local amusement tax is in effect.

To start the campaign for repeal of the state tax, Schlanger and Herman Levine, SW zone real estate head, attended a meeting of theatre executives in Pittsburgh.

On the local level, SW has evolved a plan for its local managers. Patterning this campaign after the successful effort in Ambler, Schlanger has suggested that the local managers form local committees, composed of citizens prominent in the communities, to make direct appeals to city councils and other governing bodies for relief from local taxes.

Following the line laid down in Ambler, Schlanger and SW executives feel these appeals should point out that the closing of a theatre has a serious effect on neighboring real estate values, and more important for communities which are the centers of outlying residential areas, past experience has shown that when a theatre closes, business in general suffers, and a prime traffic builder for local merchants is lost.

From an industry point of view, managers have been asked to point out that the motion picture industry has already been affected adversely by television, a shortage of product and the fact that basic movie admission prices have not kept pace with the general increase in the prices of other amusements and commodities, since the major part of the movie price increases have been caused by federal and state taxes.

Schlanger also points out that the cost of operation is highly disproportionate to the increase in basic admission prices. "Too many theatres are fighting to keep open as it is. It's no secret that unless some form of relief is in sight, many of them are fighting a losing battle," Schlanger said.

So that the SW campaign will be completely coordinated, Schlanger is furnishing each manager with legislative lists, sample letters which may be used to enlist the aid of prominent citizens, proposed speeches, contact suggestions, as

MPAA Comes To Aid Of Hungarian Film People

NEW YORK—Eric Johnston, president, Motion Picture Association of America, last week announced the appointment of a special committee to aid Hungarian film people newly arrived in this country.

A committee consisting of Maurice Bergman of Universal, Boris Kaplan of Paramount, and Harry Rome of Columbia will handle arrangements to meet Hungarian film workers and to make their qualifications known to all member company eastern talent heads.

Women Select "Rainmaker"

NEW YORK—The General Federation of Women's Clubs, Motion Picture Division, last week announced their selection of the 10 best films of 1956. They are "The Rainmaker," "Lust For Life," "Richard III," "The King And I," "Friendly Persuasion," "Moby Dick," "The Ten Commandments," "Around The World In 80 Days," "War And Peace," and "The Solid Gold Cadillac."

The Federation also named Laurence Olivier best actor for "Richard III," and Katharine Hepburn best actress for "The Rainmaker." Anthony Quinn was selected best supporting actor for "Lust For Life," and Carroll Baker best supporting actress for "Giant." The best director award went to Vincente Minnelli for "Lust For Life." "The Silent World" was voted the best documentary for 1956.

well as suggestions for new approaches to gain the interest and support of the heads of all organizations and businesses that will benefit by the tax repeal.

Also included in the packet will be reprints of the editorials and stories which appeared in the Ambler Gazette during Flynn's campaign. Schlanger lauded Flynn for his ingenuity and effort in Ambler. In working out the program, Flynn reported he had fine cooperation from civic and business groups, merchants, and individuals. He attributed the success of the final push to the fact that the newspaper editorially, and with front page stories, supported his fight for repeal of the local tax. In order to secure this support, Flynn personally contacted key people in the community and explained to them the importance of the local movie theatre to the general success and well-being of the area.

At the same time, The Gazette pointed out that "to close this theatre would push the business district back 50 years" and said that no single establishment had participated so actively in civic and community affairs as had the Stanley Warner theatre.

Schlanger pointed out that if nothing else, "This point demonstrates the need for our houses to play an active part in local charity campaigns, civic affairs, and anything else that can help the community; and further, quoting from the SW annual statement, 'A good showman is also a good citizen.'"

Loew's Stockholders Hear Vogel Report

NEW YORK—Joseph R. Vogel, president, Loew's, Inc., reported last week that company earnings for the fiscal year which ended last Aug. 31 were estimated at 90 cents per common share (about \$4,800,000) in comparison to \$1.03 (or \$5,300,000) for the preceding year.

Vogel previously had reported that earnings for the first quarter of the current year are estimated at 30 cents per share as against five cents for the same period last year.

Vogel told stockholders that negotiations are continuing for the licensing of Loew's pre-1949 feature films to television in many markets; that the company had acquired an interest in two TV stations and an option to acquire a 25 per cent interest in a third; and that "we presently are in negotiations with the insurance companies, the holders of the funded debt of the company, to accomplish a division of this debt between the company and the theatre subsidiaries. When this division is effected, we will announce the date of the distribution of the shares in the new theatre company."

A dividend check of 25 cents per share to stockholders of record last Dec. 6 accompanied the letter from Vogel.

20th-Fox's Silverstone Dies

NEW YORK—Arthur J. Silverstone, 54, assistant general sales manager, 20th-Fox, died last fortnight at Mt. Sinai Hospital following one of a series of operations.

He was an industry veteran of 35 years beginning with United Artists, for whom he was general sales manager in Great Britain. He had been assistant general sales manager at 20th-Fox since 1954.

Funeral services were held at Riverside Memorial Chapel. He is survived by his wife, a son, a daughter, three brothers, and four sisters.

Critics Laud "80 Days"

NEW YORK—The New York Film Critics last week named Michael Todd's "Around The World In 80 Days" the best picture of 1956 and Ingrid Bergman and Kirk Douglas as the top male and female stars of the year. S. J. Perelman copped an award for his screen play of "Around The World," a new classification of the Film Critics, while John Huston was named best director and "La Strada" best foreign film.

The 22nd annual awards will be made on Jan. 19 at Sardi's Restaurant.

Boy Scout Campaign Launched

NEW YORK—Russell V. Downing and Rube Jackter have accepted nomination as industry chairmen of the annual fund campaign of the Greater New York Councils of the Boy Scouts of America. The appointment of Downing, president, Radio City Music Hall, and Jackter, assistant sales manager, Columbia, was announced by Paul N. Lazarus, Jr., vice-president, Columbia, who is serving as chairman of the drive's amusement division.

COMPO Editor-Publisher Ad Cites Examples Of Smart Movie Coverage

NEW YORK—The 71st in the series of COMPO ads in Editor and Publisher, which appeared last week, cites two examples of smart movie coverage which received an enthusiastic public response. One was the special movie issue of Cosmopolitan Magazine and the other a series of 12 Hollywood features in the Columbus Dispatch by its motion picture editor, Sam Wilson.

"The interest newspaper and magazine readers have in news about the movies is, of course, well known to most newspaper and magazine editors," the ad says. "They take care to satisfy this interest by giving a bright, comprehensive coverage of motion picture activities.

"For example, Cosmopolitan Magazine, for its October number, published a special movie issue. Result: A healthy jump in circulation and a heart-warming stack of fan letters.

"At about the same time, the Columbus (O.) Dispatch showed what it thinks of movie news by sending its motion picture editor, Sam Wilson, to Hollywood. Wilson did a series of 12 pieces on movie people and movie methods. Brilliantly written and prominently displayed on the split page, they scored a big hit with Dispatch readers.

"Commenting on the series, Dayle Frazier, Sr., Dispatch managing editor, said, 'This series . . . was received with tremendous enthusiasm from our readers . . . We are sure we made even more friends among our readership. We are happy to have offered it as a news feature in view of the public's reaction.'

"Smart editors know the value of movie coverage. They give important space to movie news, spend a lot of their own money covering the local theatres and Hollywood. And, of course, they profit by it."

Magna Income Rises As "Oklahoma!" Grows

NEW YORK—George P. Skouras, president, Magna Theatres, in a report to debenture and stockholders last week said that film rentals and incidental income from the distribution of the Todd-AO production of "Oklahoma!" totaled \$833,000 as compared to \$407,000 in the previous quarter. Expenses in connection with distribution, including costs of prints and advertising were \$425,000, as compared with \$409,000 in the preceding quarter.

Excess of income over expenses during the quarter was \$408,000 as compared to the previous quarter where there was a loss of \$2,000.

In the nine months ended on Oct. 31, 1956, gross income from the distribution of the film was \$3,820,000, which included an advance of \$2,000,000 against foreign film rentals. Expenses in connection with the distribution were \$1,450,000. Excess of income over expenses in the nine-month period was \$2,370,000.

Skouras said that Magna is prepared to repay \$2,000,000 of its \$6,000,000 debt.

Fox Settles With Guilds On Post-'48 Films To TV

HOLLYWOOD—Matty Fox settled with the Screen Writers Guild and Screen Directors Guild last week for the release to television of 82 post-1948 films acquired by him in the purchase of the RKO backlog.

Fox, it is said, will pay each guild \$235,000 for the release to sponsored TV, plus one dollar on each picture for pay-television and another dollar each for foreign television rights.

The "dollar" token payments establish a precedent.

Paramount Veterans Inducted

NEW YORK—Eighteen Paramount employees, each of whom in 1956 marked a quarter of a century of continuous service, were inducted last week into the company's 25 Year Club. Gold watches, scrolls and service pins were presented to the employees by Barney Balaban, president. Home office employees inducted were Charles Anderson, Sam Boverman, Adolphus Harriott, Sidney Herman, Arthur Lonngren, Vincent McGuigan, Minard D. Roosa, Marion Wehman and John Wright.

Those employed at branches inducted were John E. Kent, Seattle; John E. Navoney, Pittsburgh; Harold H. Rhodes, Detroit; Ruth Richardson, New York; Fred Saunders, Memphis; and Carlton H. Weaver, Oklahoma City branch manager.

The new 25 Year Club members at Paramount News include Gregory Abbott, George J. Kelly, and Alfred Oeth.

American Firms Okay Participation In Japanese Self-Regulation Setup

RKO Expects Increase In Studio Rentals

HOLLYWOOD—An increase in activity in the servicing of television production as well as the rental of studio facilities for theatrical features at the RKO Pathe Studio in Culver City is anticipated for 1957.

Not only will Desilu and Four Star films continue to produce at the RKO Pathe plant, but the studio is now negotiating with several network shows to use its services and facilities during the coming year.

RKO Exchanges Consolidate

DES MOINES—As of last week, the local RKO exchange assumed operations of the Omaha branch, with the consolidation resulting in the Des Moines office handling eastern Nebraska and southern South Dakota, as well as Iowa.

Top SW Showmen Share Drive Awards

NEW YORK—Harry M. Kalmine, vice-president and general manager, Stanley Warner Theatres, last fortnight announced the following winners in the company's "Operation Showmanship" drive: grand national prize, two weeks all expense vacation trip to England, Mrs. Diane Gordon, Oritani, Hackensack, N. J.; second, \$1,000 U. S. Bond, Irving Hillman, Roger Sherman, New Haven; and third, \$750 U. S. Bond, William Wyatt, Virginian, Charleston, W. V.

Honorable mention prizes of \$200 U. S. Bonds went to Rodney Collier, Stanley, Baltimore, Md.; Dominick Lucente, Broadway, Philadelphia; Harry Schlinker, Fresno, Fresno, Cal.; and Gerald Luedtke, Rio, Appleton, Wis.

District managers' awards, also U. S. Bonds of varying denominations, went to Tony Williams, Newark, N. J.; James M. Totman, New Haven; and Frank Harpster, Pittsburgh. Mrs. Gordon also copped a \$350 U. S. Bond for the best record of kiddie shows. George Kemp, Passaic, N. J., won a \$350 U. S. Bond for the "best series of promotions." Lou Fordan, Memorial, McKeesport, Pa., won a \$500 Bond which was the miscellaneous income prize, and Mrs. Viola Folks, West Coast, Hollywood, won \$100 for the best record of improved real estate income.

Steinberg Joins CBS

NEW YORK—Appointment of Charles S. Steinberg as director of audience promotion was announced last week by Arthur Hull Hayes, president of CBS Radio. Steinberg will be responsible for all activities involving press relations, station audience promotion, and other forms of audience promotion.

Steinberg joins CBS Radio after 14 years with Warners.

NEW YORK—It was learned last fortnight that all American companies operating in Japan had approved participation in that country's self-regulation organization, the Eirin.

This is the only country in which the American industry submits its pictures to a domestic self-regulatory system. A picture in Japan will be granted a code seal either for "all ages" or for "adults," with the adult age fixed at 18 years.

The Japanese code organization will be autonomous and will be headed by a commissioner and his staff, all non-industryites. Distributors may appeal an adverse code decision to arbitration. Operating funds will come from screening fees, fixed at six yen per foot for features on the first print only.

Heretofore, it was the MPEA position that since American product is subject to MPAA self-regulation, Japanese clearance was unnecessary, and that the Eirin setup was something like censorship. However, a new Eirin setup is said to meet American objections along these lines.

BOOCK!
DOOCK!
SOOCK!

**COLUMBIA'S COMBO "DON'T KNOCK
THE ROCK" AND "RUMBLE ON THE
DOCKS" TOPPING "ROCK AROUND
THE CLOCK" IN 1ST ENGAGEMENTS!**

SHOWMANSHIP SWEEPSTAKES

1957 SERIES

Finalists In Contest No. 1

George Nonamaker

Editor

Starts New Year Right, Wins Sweeps

PHILADELPHIA — Bob Walker, Uintah, Fruita, Colo., walked off with this week's SHOWMANSHIP SWEEPSTAKES' contest 79 and pockets the \$100 award for a homespun, readily duplicated small town stunt on that U-I star, "Francis, The Talking Mule." Walker is no stranger to SWEEPSTAKES, having previously won contest 40.

Other entries this week cover campaigns on Warners' "Giant" and MGM's "Lust For Life," as well as more ideas on selling Elvis Presley and his 20th-Fox release, "Love Me Tender."

WINNING ENTRY

SELLING A MULE—TALKING, THAT IS!

Submitted by Bob Walker
Uintah, Fruita, Colo.

221 seats • 40 cents top admission
Small town patronage.

I fell into a sweet bit of publicity recently the likes of which I've never had before. Just to stir some comment I put in my ad "Free tickets to see Francis, the talking mule, to anyone arriving for the show on mule-back. Please park mules in front of Fruita Times." This is across from the theatre. The editor added his own note: "Over our dead body."

Immediately everyone in town was talking about my ad, so I figured it was too good to let die so I called the city hall and asked the clerk for permission to place a bale of hay on the sidewalk in front of the Times office with a sign on it. The clerk thought it was a good gag and said I could go ahead.

The bale of hay cost me 90 cents and proved the best piece of change I have ever spent for publicity. I made a sign reading: "Mule riders please park mules here while seeing Francis at the Uintah." When everybody was asleep, I placed the hay and the sign on the curb in front of the newspaper office.

Early the next morning my phone rang and a voice said, "Walker I surrender. I'll never again change one of your ads; but what do I do with this little mule?" I thought my newsman friend was kidding so I went along with the gag and although I had arranged for a little girl to ride into town that afternoon and park a burrow there for a spell, I was sure she hadn't gotten up that early.

About an hour later the editor called again and said "Bob, the whole town is laughing its head off; but the Mayor said

"Wrong Man" Tieup Boosts Traffic Safety

NEW YORK—"The Wrong Man" is going to do right for the cause of traffic safety. In connection with Alfred Hitchcock's latest suspense thriller, "The Wrong Man," Warners, has made arrangements with the National Safety Council for a nationwide poster display contrasting the ways "the wrong man" and "the right man" practice the rules of proper automobile driving.

Local and regional safety offices throughout the country and the 1700 J. C. Penny department stores coast-to-coast will display thousands of "The Wrong Man" safety posters in the coming months as part of the National Council accident program.

he can't see anything funny about this and is raising the roof. He's demanding that you take the donkey and clean up the sidewalk." I still thought he was pulling my leg, so I ignored him.

Still later I went to work and my help told me the marshal had been looking all over for me to arrest me. I went over to the Times; and someone had tied a donkey to the door knob of the office and the rascal had been there since the middle of the night. He had hay and stuff scattered all over and had wakened everyone up with his early morning revelry.

The day cop hunted for me all over town and by noon had half the town mad at the mayor for not joining in the fun. The mayor got so angry that I gave a couple of boys a bunch of passes to haul the donkey out of town and clean the walk.

In the afternoon the mayor was still demanding my arrest when the police chief got up nerve enough to tell him I had obtained permission for the hay and that he had put the donkey there as a joke. Reluctantly, the mayor joined in the joke at long last. The newspaper editor was sport enough to laugh the longest and he put a story and photo on the front page of the Fruita Times.

"Francis" did very well at the theatre, too!

RUNNER-UP NUMBER 1

"GIANT"

Submitted by Sol Sorkin
RKO Keith's, Syracuse, N. Y.
2239 seats • 75 cents top admission
General patronage.

The highlight of our campaign on this one was a radio contest on WHEN.

Al Meltzer, disc jockey, played James Dean's records and records from the picture; and then each day, Monday through Friday, asked one question. The first three days we asked for James Dean's stage name in each of his pictures, which were Jim in "Rebel Without A Cause"; Cal in "East Of Eden"; and Jett in "Giant." The fourth day we asked how old he was when he died; and the fifth day, the names of the songs in "Giant." The first three telephone calls each day with the correct answers received a record album, promoted from Coral Records and valued at \$5 each.

All disc jockeys were alerted and each sent a pair of guest tickets to see "Giant" and also a record album. The Coral Records people and myself contacted each disc jockey on every radio station personally. They all agreed to play the music and give credit and playdate to the picture. Sample of letter sent to each disc jockey reads: "The great motion picture 'Giant' starring James Dean starts at RKO Keith's. You now have in your library a copy of the 'James Dean Story' which is real great and ties in beautifully with the above picture. Enclosed please find two tickets compliments of the RKO Keith's."

One half hour tribute to James Dean was given on radio station WNDR on Sunday evening at seven p.m.; four days before opening; and during that same day on WNDR radio, Rock Hudson was profiled.

WSYR-TV, the NBC station, featured a reissue of an earlier James Dean TV program two days before opening of "Giant." They gave us a 20-second free announcement in return for a card in the lobby calling attention to the program.

A "Ladies' Day" program on WHEN-TV tied-up with us on Rock Hudson, in return for a 40x60 lobby card and calling attention to the program.

Al Beltzer, WHEN radio disc jockey, visited three schools and conducted a "School Hop" and distributed six guest tickets at each of the schools plus nine record albums, three at each school.

Wilson's, one of the biggest downtown stores, displayed three star standees in their store window for a full week in advance of playdate; all music stores, including the five and 10 cent stores, were supplied with special displays on "Giant"; the Coral Records people made up special signs, and we contributed one-sheets, window cards.

"Gorgeous Liz Cut," featuring Elizabeth Taylor's haircut, was a tieup with Dey Brothers department store. This resulted in four large co-op ads.

In addition, the Onondaga News Agency posted one-sheets on both sides of their delivery trucks, 12 in all. They also distributed window cards throughout their news outlets.

RUNNER-UP NUMBER 2

PRESLEY SOLD AT RECORD SOURCE

Submitted by Tom Thompson
Crump, Columbus, Ind.
900 seats • 60 cents top admission
General patronage.

When we booked Elvis Presley's first film "Love Me Tender" we decided to

launch it in the style his fans would go for the most—a sneak preview at advanced prices at a midnight show.

We placed tickets for the special advance late show on sale at the town's four record stores with a resulting sale just a few seats shy of capacity. The stores were more than gratified at the traffic they got in the store; and the number of Elvis records sold prior to the show.

While the owners were in a happy mood, we approached them on a co-op. six column by 15 inch ad in two colors for the Evening Republican. This promoted Elvis in general and "Love Me Tender" in particular. They went for it and the \$122 ad wound up costing the theatre a cool two bucks.

We instituted a contest for teenagers whereby they wrote a letter to the theatre telling in 50 words or less why Elvis was so popular with their set. The winner was announced on the stage prior to the late show; and was presented with a life size Elvis Presley, which we got from National Screen Service. This prize was on display in the lobby two weeks in advance to the show and created a whale of a lot of interest.

Anderson's, a local leading woman's shop, distributed 1500 pictures of Elvis free to any person who came in the store and asked for one. Of course, the photos carried our playdates and all the contest information on the reverse side.

The town's leading record store is directly across the street from our theatre so we worked very close with him in promoting the show. At our request he stocked Elvis hats and scarves and advertised them extensively. All the record stores had complete window displays on the picture, sound-track album, etc.

In addition to this, we utilized the radio station to its utmost on deejay shows and regular spot announcements.

The film opened its regular engagement the day following the midnight preview very big and it stands to be our biggest picture of the year.

RUNNER-UP NUMBER 3

"LUST FOR LIFE"

Submitted by William Kanefsky
Studio, Philadelphia, Pa.

500 seats • \$1.49 top admission
General art house patronage.

A tieup was made with the Artists Equity Fund for a special premiere on the night before the regular opening of this film, with receipts going to further the association's work of providing needy artists with funds with which to live and work. Through this organization plenty of advance publicity on the picture was obtained in the newspapers.

A screening was held for the Board of Education and members of the school committee. It was decided to accept the picture for recommendation to pupils and each area school was supplied with a brochure consisting of colored stills, study guides, educational one sheets; and reduced rate school coupons for students and faculty were supplied. This idea paid off handsomely as some 3,000 coupons were used during the first weeks of the film's engagement. Also entire classes attended en masse certain weekday matinees. Similar tieups were made with local colleges.

In addition to the regular screening for motion picture critics, the art editors were also invited; and as a result we were given advance stories by the latter group which more or less made it a double review, all most favorable. A screening was held for the Motion Picture Theatre Preview Group representing some 5,000 women in various clubs; and another for TV and radio personalities, which resulted in many plugs over both mediums by important programs.

We secured the original John Frederic's "Lust For Life" hats, which were used on the Dave Garraway show; and Alan Scott, WRCV, showed them on his program using a live model.

Sunday editions of the Inquirer and Bulletin gave us three and four column breaks as did the Saturday Daily News, which gave a full page pictorial review on the day after opening.

A window tieup was arranged with KLM Airlines. This window is lighted 24 hours a day and has in it a large display of Van Gogh reproductions, colored photographs and a large display piece with the heading: "Fly KLM to the birthplace of Van Gogh, etc." Burrison Art Galleries, located on Chestnut Street, displayed Van Gogh and Gaugin reproductions with suitable tiein copy. Buten's paint stores, a chain of 15, were tied in and each store had a complete window tieing in with colors, etc. Other windows were secured at Williams, Brown and Earle; Zaferio Art Studios; Walnut Street Supply house, all in different locations throughout the city.

The Cardinal books company was contacted and cooperated with sniping 35 trucks, the placing of 500 window cards with dealers and giving up 50 books which we distributed to newspaper and television people. We printed 25,000 bookmarks and these were placed in public and lending libraries. Even the Academy of Fine Arts used a display consisting of reproductions, colored stills, etc., on this truly arty film.

RUNNER-UP NUMBER 4

SEVERAL BUSINESS BUILDING CONTESTS

Submitted by Robert Retzer
Solano Drive-In, Fairfield, Cal.

460 speakers • 70 cents top admission
General patronage.

We pulled several contests the past season which proved to be boxoffice stimulants.

One was a "Count The Clowns Contest." All our patrons and the customers of cooperating merchants had to do was collect enough clowns from the stores to spell out the title of the picture. The clowns, printed on cheap paper, measuring three inches long by approximately two inches wide, bore the picture of a clown beating a big bass drum, lettered with different letters of the alphabet. Below was merely printed: "Collect The Clowns. When you have collected enough letters to spell (title of picture) take them to the Solano Drive-In and you will receive a free pass. (List of cooperating merchants)."

We ran a trailer on this, which also listed the cooperating merchants names; and then, in turn, went for a full page co-op. ad. Another merchant, a local furniture company, got in on the "Count

Ideal Air Stewardess Sought By Warners

NEW YORK—One of the 12,000 stewardesses from more than 35 domestic and overseas airlines will be chosen to receive the "Miss Spirit Of St. Louis" Award as the world's Ideal Airline Stewardess, it is announced by the Airline Stewards and Stewardesses Association. The Award will commemorate the 30th anniversary in May, 1957, of Charles A. Lindbergh's epoch-making trans-Atlantic flight.

A stewardess for each airline will be chosen before April 20 by a preliminary judging committee. These semi-finalists will fly to New York for the final judging in May, with the Award to be announced to coincide with the international world premiere of Warners' "The Spirit Of St. Louis."

"Miss Spirit Of St. Louis" will receive, as first prize-winner, a 1957 Hillman Minx convertible and a screen test.

The Clowns" thing and gave away on his own five Norge Circus Tents and hundreds of dollars worth of gift certificates. He paid for three consecutive half-page ads announcing "Count The Clowns" and the picture opening. This cost us nothing, and gave our contest added impetus. We had a control on this in the limited number of one letter printed.

Our other contest was an "Exquisite Form" affair also run with the cooperation of merchants.

This gained importance early when we announced that prominent personages, including the mayors of both Fairfield and Suisun would act as judges. The first competition was held at Hude Company department store who had the "Exquisite Form" bra outlet. They put in a full window display on the contest, and went for a co-op. ad.

We felt that the classified section of the newspapers would give us added readers so we placed an ad in the paper requesting contestants for the bathing beauty contest with a \$5.00 cash reward gimmick as an attention getter.

A local photographer was promoted to take plenty of pictures of contestants, the drive-in, etc., on no charge basis.

The contest was well advertised, with entry blanks well distributed in stores, parked cars, and distributed door to door.

The way we ran the contest, entrants simply mailed full length photographs. Finalists appeared in person. Winner became eligible for a national competition in New York City, in addition to winning local prizes.

MOTION PICTURE EXHIBITOR

— AWARDS —

\$100⁰⁰ Per Week

TO THE WINNER

OF

SHOWMANSHIP SWEEPSTAKES

YOU, TOO, CAN COLLECT!

SEND YOUR ENTRY IN NOW!

The International Scene

Canada

FPCC Gets "Oklahoma" Despite Odeon Protest

TORONTO—The CinemaScope version of "Oklahoma!" opened on schedule at Calgary in a Famous Players Canadian Corporation house.

This was in the face of an attempt by Odeon Theatres (Canada) Ltd. to obtain an injunction preventing the opening in the Calgary house and in other Famous Player houses. Odeon was denied an injunction against 20th-Fox and Famous Players three days before the opening of the CinemaScope version. The matter will still go to trial.

In passing judgment, Justice Carl Stewart did not give reasons, but from argument he indicated there was no clear right of one theatre company over another to have the film.

The judgment was given one day after the argument had been put before the court by lawyers for all three companies because of the urgency of the situation. The question arose because of a split in the 20th-Fox product with Famous to have two-thirds, while Odeon has one-third. Extra CinemaScope productions on the 20th-Fox contract are in the same ratio.

However, in taking RegalScope, a part of the 20th-Fox list into account, Fox claimed it didn't have to give Odeon the "Oklahoma!" production, whereas Odeon claimed a right. It was this that the judge said wasn't a clear right.

Canadian Comment

Odeon Theatres (Canada) Ltd. purchased the interest of A. I. Garson in the joint enterprise of Garson Theatres, Ltd., and Odeon, operated in the Maritimes. The purchase, made for a rumored \$1,300,000, covers 15 houses in the territory. Garson is retiring as general manager of the operation Dec. 31, with Lee April becoming district manager and Lou Michelson, assistant. The announcement by L. W. Brockington, president of Odeon, stated that the company regretted the



The biggest crowds ever to greet an American film star in Rome recently mobbed John Wayne when he arrived en route to the Sahara Desert where his Batjac Productions will make "Legend Of The Lost" for United Artists release.

Garson decision to retire and appreciation of the services he has rendered in the past. The houses involved in the purchase are Halifax—Casino, Garrick, Oxford, and Hyland; Saint John—Strand and Kent; Moncton—Capitol and Express; New Glasgow—Roseland, Academy, and Highland Drive-In; Stellarton—Jubilee; North Sydney—Odeon; Sydney Mines—Strand; and Yarmouth—Capitol.

CINE CHATTER: A week previous to their opening as first-run houses in Toronto, advertisement for the Runnymede, Hollywood, and Palace noted the fact they will present pictures of Shea's. The latter house is to come under the wrecker's hammer, commencing the first of the year. . . . Telegram columnist Stan Helleur carried a report in his column of the impending sale of The Canadian Moving Picture Digest by Jay L. Lewis to MacLean-Hunter Publications, Ltd., trade and consumer magazine publishers in Toronto. . . . Newspapers in Toronto gave front-page publicity to the remarks of Cardinal Spellman concerning Warners' "Baby Doll." Comment from O. J. Silverthorne, chairman, Ontario Censor Board, was that he had not seen the film yet. . . . Midnight shows were planned for Toronto by theatres for Boxing Day Eve and New Year's Eve in accordance with city by-



Attending recent United Artists regional meetings in Toronto, Canada, was Roger H. Lewis, second from right, national director of advertising, publicity and exploitation, seen with Ron Leonard, seated, advertising-publicity director, Odeon Theatres; Mori Krushen, far right, exploitation manager; John McKim, far left, assistant to Leonard; and Archie Laurie, UA field representative in Toronto.

German Film Imports Reach Record Of 43

NEW YORK—Munio Podhorzer, president, Casino Film Exchange, said last week that his company had imported a record total of 43 German language feature films along with 19 short subjects in 1956. Of the 43, eight carried English subtitles and seven were in color, he reported.

"This not only represents the largest volume of film handled by CFE since its inception in 1934, but it very likely stands as a record in the entire foreign film distribution field," Podhorzer stated. He added that a growing number of specialized houses were showing an interest in booking German language productions. There are about 18 theatres in the country that regularly play German films.

Going by present indications, and contracts already signed, CFE in 1957 very likely will raise its imports to 50 or more films. Podhorzer noted that Germany was now producing an increasing number of the type of films that might lend themselves to commercial release in the American market, and he said he had been informed by the German industry that everything would be done in Germany to actively support the widest possible release of German films in the United States.

NTA Sets Shorts Dept.

NEW YORK—National Telefilm Associates has set up a short subjects department to handle servicing requirements for the Paramount library of 1,400 short subjects. The new offices are located in the Pathe Laboratories Building at 105 East 106th Street.

Heading the new unit is Morrie Roizman, a veteran of more than 25 years in the film industry. Frank Soule, another veteran film man who has been working on the short subject library in NTA's office, also is making his headquarters in the new department.

"Satchmo" Saga To UA

NEW YORK—"The Saga Of Satchmo," a music-filled feature-length motion picture about the world's most famous jazz musician, Louis Armstrong, has been acquired for United Artists release from producers Edward R. Murrow and Fred W. Friendly, it was announced by UA president Arthur B. Krim.

laws. . . . Brotherhood Week, sponsored by the Canadian Council of Christians and Jews under the slogan "Unity Without Uniformity," will be held during the week of Feb. 17-24. . . . Variety Club, Toronto, Tent 28 is planning a luncheon meeting for January. . . . Toronto newspapers played up big the fact that a Canadian was attempting to obtain a controlling interest in MGM. . . . Lou Lodge, projectionist, Casino, was elected over Pat Travers as new business agent of Toronto Moving Picture Projectionists Union, local 173, IATSE. Travers held the office for the past two terms. Lodge is secretary of District 11. Art Milligan, Imperial, succeeds James Sturgess, Shea's, as president, leading an entirely new slate of officers.

—HARRY ALLEN, JR.

Film Carrier Service Head Dies In Boston

BOSTON—Funeral services for Mrs. Mary L. Lydecker, 68, were held last fortnight in St. Agnes Church, Arlington, Mass. She was the widow of Henry A. Lydecker, founder and operator for 40 years of the largest film carrier service in New England.

At Lydecker's death, Mrs. Lydecker became president and treasurer of Film Exchange Transfer Company. She leaves a daughter and a son and four grandchildren. She was active in various Catholic women's clubs and was an honorary member of the Variety Club of New England.

Boston

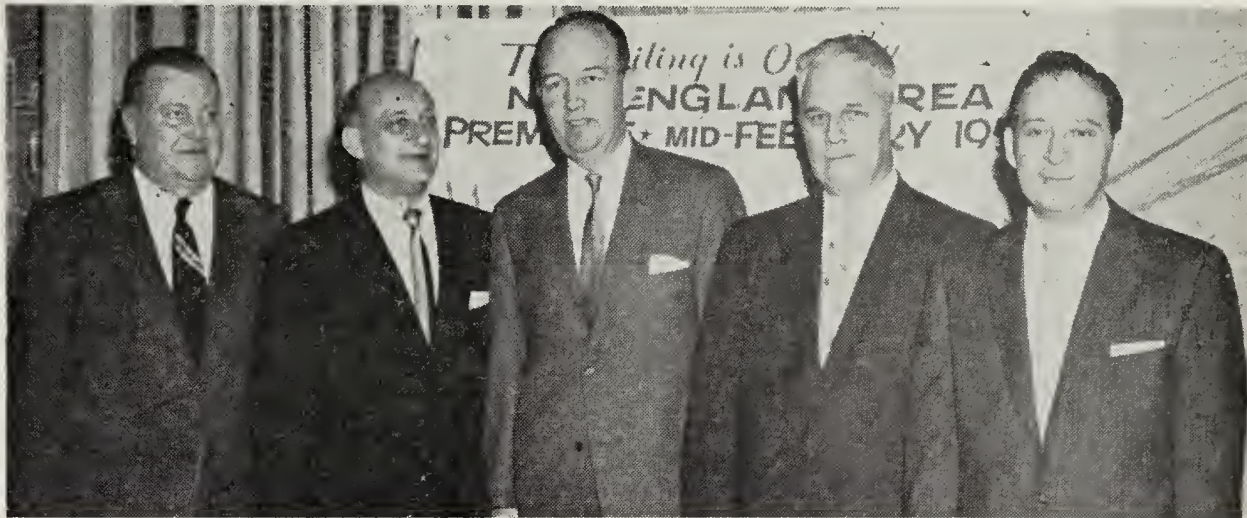
Two salesmen from the district office of Lyman O. Seley won top honors in the Manley, Inc., national salesmen's contest for 1956. Irving Dunn, in the eastern Pennsylvania and New Jersey territory, led all Manley salesmen for the second year in a row. John Stone, New England salesman, was second. As a result of this contest, Irving Dunn has been appointed assistant district manager to Lyman O. Seley. A former exhibitor in Manchester, N. H., Dunn is a native of Nashua, N. H., who joined Manley in 1954 in the New England area. . . . The management of the Beacon Hill changed the newspaper ads on "Riffi" with good results. In its sixth week, business was equal to the second stanza. More colorful ads were selected from the pressbook. . . . Ray Feeley is opening the new Milton Art, suburban Milton, on Jan. 10 with a benefit performance for the Milton area Junior League of Boston, with the entire proceeds going to the League. The picture is "Vitelloni," playing first run.

PROVIDENCE, R. I., NEWS—A combination rain and sleet storm, followed by blinding snow, forced drive-ins to cancel performances and cut deeply into downtown operations. . . . The Rhode Island premiere of Vittorio De Sica's "Umberto D" took place in the Uptown, in the center of the Italian Colony. . . . Edward C. Stokes is handling the reins at the Avon Cinema, following the departure of Nelson Wright, who entered another business. No permanent manager has been named to replace Wright. . . . The Hollywood, East Providence, and the Liberty, in the Elmwood section, are for sale. The Bomes properties were originally put on the block as a joint offering, single offers not being acceptable; however, recent newspaper advertisements now make it possible for interested parties to purchase either house separately.

Albany

Variety Club set the wheels in motion for a testimonial dinner for Jack Goldberg, retiring MGM branch manager and one of Tent Nine's oldest and most active members. He is succeeded as branch manager by Ed Suesse, Buffalo salesman who once was office manager here. . . . The Communication Arts Guild of the Catholic Archdiocese of Albany plans to present Cecil B. DeMille with its annual citation to the man who has done the most to promote and publicize The Ten Commandments as a way of life. . . . The

NEWS OF THE TERRITORIES . . .



Seen at the recent industry luncheon held by Buena Vista Corporation at the Hotel Sheraton Plaza, Boston, to launch Walt Disney's reissue, "Cinderella," in the New England territory were, left to right, John Feloney, assistant to the district manager; Irving Ludwig, Buena Vista domestic sales manager; James V. O'Gara, eastern division manager; Herbert Schaefer, New England district manager; and Leo Greenfield, assistant division manager.

Fabian Earle, Schenectady, N. Y., has been closed and will be demolished to make way for a parking lot. The circuit operated the house on lease from the late W. W. Farley and then from his estate.

Atlanta

The Monteagle, closed for several months, reopened under the management of Alvin and Zelma Pirtle. . . . R. M. Kennedy, president, Alabama Theatre Owners, has moved his offices to 10 Office Park Circle, Mountain Brook, Ala. . . . John O'Rourke, United Artists office manager, Minneapolis, was a visitor en route to Florida. . . . The DeSoto Drive-In, Brownsville, Fla., has been sold to John Jackson by Mr. and Mrs. George West. . . . Leo Wann, former booker, Sixth Naval District, Charleston, S. C., has succeeded Owen Vaughn as regional booker for Buena Vista here. . . . Bob Long, Buena Vista regional auditor, has been incapacitated with back trouble. . . . Owen Vaughn now manages group ticket sales for Paramount's "The Ten Commandments." His activities are coordinated with those of branch manager Foster Hotard and Oscar Morgan, national director of group sales.

Buffalo

The MGM Christmas party in the exchange also was a farewell affair in honor of Edward Susse, local salesman recently named Albany branch manager. His successor here has not been named. . . . A



William Dougherty is the newly appointed district manager for Lockwood and Gordon Drive-Ins in Connecticut.

Outdoor Ad Firm Kills "Baby Doll" Contract

PROVIDENCE, R. I.—A \$400 contract to advertise Warners' "Baby Doll" in this area was cancelled last fortnight by the Old Colony Advertising Company, it was revealed by an unsolicited letter from Old Colony manager Myles S. Clegg to the Reverend Joseph F. Bracq, editor of The Providence Visitor, a Catholic newspaper. Clegg, recognizing the position of the Church with respect to the film, stated that the company had taken the step "in the public interest . . . in the face of the controversy it has caused."

Elaborating on his letter, Clegg said later that Old Colony is a member of the Outdoor Advertising Association of America, Inc., a national group adhering to a code providing that advertising be in accord with the moral standards of the community and that the company therefore reserves the right to cancel a contract which is considered detrimental to the community. "Baby Doll" has been classified "C" or Condemned by the National Legion of Decency and was bitterly attacked last month by Francis Cardinal Spellman of New York from the pulpit of St. Patrick's Cathedral.

highlight of advance promotion for Paramount's "The Ten Commandments" was the visit of Charlton Heston on behalf of the Cecil B. DeMille epic. Heston and Century general manager Robert T. Murphy were hosts at a luncheon in the Hotel Statler for clergymen of all faiths.

TEASERETTES

PREVUES

ADVANCE

CROSS
PLUGS

FAMOUS FOR
MANY USES!

These 3 frame trailers
feature art back-
grounds, photos and
compelling off-stage
voices! NO CONTRACTS,
NO RETURNS!

FILMACK 1327 S. WABASH
CHICAGO 5, ILL.

\$1.75
each

Dr. Flick Comments On Revisions In Code

ALBANY—The revised Production Code is unquestionably a sincere effort to encourage the making of constructive motion pictures and to discourage the exploitation of harmful films, but the question remains whether the administration will be "effective" if the Code controls only 50 per cent of the releases exhibited in the United States, according to Dr. Hugh M. Flick, former director, Motion Picture Division, State Education Department, and current executive assistant to Dr. James E. Allen, Jr., Commissioner of Education.

Dr. Flick expressed skepticism on a second point about the Code, whether it can be "truly successful" if it does not provide for an appeal procedure to a "disinterested" board or body. He asserted that "in order to harmonize with our democratic society, any administration of regulatory measures should contain a reasonable appeal system to an impartial agency, and some means of enforcing provisions, to prevent exploitation of good intentions by petty or philosophical racketeers."

The Board of Regents, the first appeals body in the New York state film licensing system, has "recognized the critical importance of establishing on a firm footing moral and spiritual values in the schools of the state," Dr. Flick added. "It is of vital importance that the moral and spiritual values should be sound in all elements of a democratic society."

... Loew's, Rochester, N. Y., offered a free Christmas cartoon show for kiddies several days in advance of the holiday. Manager Lester Pollock promoted some \$600 worth of prizes from the Noah's Ark shop. ... Mildred Lighthouse, Little cashier, Rochester, suffered a badly injured ankle and is catching up with secretarial and business duties in the inner office while incapacitated. ... Albert R. Glaubinger, new United Artists branch manager, was touring the territory to become acquainted with exhibitors.

Charlotte

Sam L. Irwin, secretary and treasurer, Plaza, Asheville, N. C., has been elected a director, Asheville Chamber of Commerce. ... Charles H. Lewis, manager, Center, Durham, N. C., was nominated



The Strand, Madison, Wis., recently had a young artist from the University of Wisconsin working in the lobby as bally for MGM's "Lust For Life."

for election as a director, Durham Merchants Association. His election appeared assured. ... The Variety Club and The News sponsored a Christmas carol sing in the Coliseum last fortnight. John Vickers, Sr., and News publisher Thomas L. Robinson were co-chairmen. ... Arthur P. McNally, father of Howard McNally, president, Theatre Owners of North and South Carolina, was stricken with a heart attack at his Fayetteville, N. C., home. ... W. L. Hill, Jr., son of the Rialto operator, High Point, N. C., received an appointment to the U. S. Naval Academy, Annapolis, Md.

The realignment of local MGM personnel was announced last fortnight by Charles Reagan, vice-president in charge of sales, New York. The promotions include that of Hugh McDonald, office manager, to city salesman, replacing John Allen, who returned to Jacksonville; Frank Sacage, Jr., head booker, to office manager; and Walter A. Thomas, booker, to head booker.

Chicago

A benefit performance for First Aid for Hungary was given in the World Playhouse under the auspices of the American-Hungarian Foundation. The film was "La Strada." ... Variety Club was planning to usher in the New Year with a celebration in the clubrooms. Nat Nathanson, Allied Artists, was chairman. ... Patio projectionist Rudolph Fischer was found dead in the projection room during a screening by manager John Mitchell.

The Acadia was reopened, following remodeling, under the management of in-

Chi Drive-In Feud Brings Damage Suit

CHICAGO—A battle between outdoor theatre operators has resulted in the filing of a \$1.5 million treble damage suit in the U. S. District Court. Morton Fink, plaintiff, represented by attorney Sam Block, alleges that an attempt is being made to monopolize the drive-in trade in Cook County, northwest of the Chicago city limits, where he is trying to construct a theatre.

The defendants, established in the area, are Edwin Silverman and Essaness Theatre Corporation, of which Silverman is president; River Grove Theatres; Helma Entertainment Corporation; Harold and Theresa Abrahamson, as partners in Norwood Enterprises; and Ralph Smitha, as president, Essaness Associates, Inc.

Fink had graded a 300-acre tract for a drive-in at Milwaukee Avenue and Golf Road when a zoning dispute was taken to court by attorney Bernard Kaplan, representing resident property owners. Judge Harry Fisher overruled the objectors, and Fink now seeks an injunction to restrain the defendants from allegedly prejudicing homeowners against his project and from tying it up in Circuit Court litigation. Attorney Lewis Schimberg represents the defendants.

dustry veteran Arthur Gould. ... S. J. Sperberg was named manager, Internal Film Bureau. ... Balaban and Katz managers received a week's pay as a Christmas bonus. Other personnel received bonuses based on length of service. ... Thomas Burke, president, Theatre Janitors Union, was elected a vice-president, Illinois Federation of Labor. ... Sam Lemansky, business agent, Film Row Employees Union, announced weekly raises of \$3.25 have been negotiated, in addition to fringe benefits amounting to \$2.50. ... Variety Club gave a lavish, all-day Christmas party for the children of members. William Margolis and Dick Sachel directed the affair.

Cincinnati

Numerous added screenings of the Cinerama "Seven Wonders Of The World" were run in the Capitol during the holiday period. ... Charlton Heston was in for the opening of Paramount's "The Ten Commandments" in the Grand. ... Holiday luncheon parties were held in the Columbia, RKO, United Artists, U-I, and Warners exchanges. At the UA party, Pete Nieland, retired, played Santa Claus, and was presented with a pair of work gloves "to help him overcome his aversion to work." Paramount employees had to forego a party this year because they were too busy moving to new quarters. ... The annual Mohawk Businessmen's Association Christmas party at the Imperial for neighborhood children was a gala affair as usual. ... Jane Wehrman, 20th-Fox clerk, was congratulated for the outstanding seasonal office window display she designed. ... One of this city's oldest houses, the Main, is to be demolished for a street widening project. The property has been sold by Mrs. Arthur Fine, owner, to the city. ... Midwest Theatre Supply is fur-



James R. Velde, third from right, United Artists general sales manager, was tendered a luncheon by Cincinnati theatremen recently. Shown from left are Maurice Chase, Theatre Owners Combine; Mike Chakeres and Frank Collins, Chakeres Circuit; Ruben Shor, National Allied; Velde; Nat Kaplan, Woodlawn Drive-In; and Carl Braun, Bein Circuit.

Theatremen Oppose Denver Admission Tax

DENVER—Theatremen here are unanimous in opposition to a suggested five per cent on admissions, one of nine new sources of revenue suggested by a committee named by Mayor Will Nicholson. As one exhibitor expressed it, "The five per cent tax could be disastrous."

Attention was called to the fact that, nationally, the industry has a profit in relation to gross of only one per cent. The suggested method that is most favored by the city administration is a city income tax, and it is expected this will be voted upon, either by the city council or by charter amendment, this year. This would tax all salaries earned in Denver, whether by residents or by persons living outside who work in the city.

nishing equipment for the Mid-Way at Lakewood Drive-In now under construction at Lakewood, O., by Robert Kelly and Lou Wetzel, Dayton, O. An early spring opening is scheduled. . . . Mr. and Mrs. M. H. Chakeres, vice-president, Chakeres Theatres, became the proud parents of a baby girl born on Dec. 20.

COLUMBUS, O., NEWS—William Petrakis, Rivoli, West Side neighborhood, gave a Christmas present to his patrons by holding a free show Christmas Eve. . . . Charles Sugarman installed a new CinemaScope screen in the World. . . . Robert Weiler, local realtor, wrote a letter to the editor of the Columbus Dispatch, declaring himself in favor of repeal of the city's three per cent admission tax on tickets over 50 cents. "The tax is unfair and discriminatory and for scores of theatres, it is the difference between losing money and breaking even. In the city's own self-interest, it should be repealed." . . . Many neighborhood theatres and drive-ins closed Christmas Eve to permit employees to spend that time with their families. This follows a practice started here several years ago.

Cleveland

Almost all neighborhood theatres closed on Christmas Eve, allowing managers to spend the evening with their families. . . . In Leipsig, O., the Ohio was closed the entire week before Christmas. . . . Joe Krenitz, formerly with Republic, has joined MGM as salesman. Before taking over the position, this week, he and his wife were vacationing in Florida. . . .

Watch for them!

NEXT!

Boston Territory

Issue of January 9

Atlanta Territory

Issue of January 16

Save them!

Film Exchange and Dealer Listing for the PHILADELPHIA FILM TERRITORY

A CONTINUING SERVICE • that will be re-edited and re-published at 8-month intervals

Film Distributors

ALLIED ARTISTS, 1241 Vine St.—Rittenhouse 6-8342

Br. Mgr.: Maxwell Gillis. Office Mgr. and Booker: Harold Colton. Sales: Harry Levine, Max Bernstein, Bob Shissler. Cashier: Margaret Carlies. Emerg. Phone: c/o Clark Film, LOcust 4-3450.

AMERICAN FILM, 1329 Vine St.—WAlnut 2-1800

Mgr.: Ben Harris.

BUENA VISTA (Disney), 1321 Vine St.—MArket 7-7543

Office Mgr. and Booker: Florence Weiner. Emerg. Phone: c/o Clark Film, LOcust 4-3450. (Dist. Mgr. in residence: Mort Magill)

CAPITAL FILM, 309 N. 13th St.—LOcust 7-2698

Mgr.: Edw. Gabriel. Sls. and Office Mgr.: Bob Gabriel. Booker: Marian Spinelli. Emerg. Phone: WA 4-1240.

COLUMBIA, 302 N. 13th St.—MArket 7-5825

Br. Mgr.: Lester Wurtele. Sls. Mgr.: Dave Korson. Office Mgr.: Jerry Levy. Sales: Walter Potamkin, Jerry Janor, Ed Feinblatt. Bookers: Joe Flood, Ben Kosenthal, Ralph Cohen, Leonard Brodie. Field Exp.: Milt Young. Emerg. Phone: John Sloan, Hd. Shipper, Nebraska 4-4277. (Div. Mgr. in residence: Harry Weiner)

DCA, 1313 Vine St.—WAlnut 2-1290

Br. Mgr.: Hy Bettinger. Sales: Sig Horowitz.

JACK JASLOW, 1329 Vine St.—Rittenhouse 6-5395

METRO-GOLDWYN-MAYER, 250 N. 13th St.—LOcust 7-5150

Br. Mgr.: William A. Madden. Office Mgr.: Charles Kaseiman. Sales: William Hopkins, F. Jelenko, Frank Sculli. Bookers: Dave Tittleman, Max Bronow, Jack Smith, Phil Gallagher. Cashier: Marie Connell. Field Exp.: Ed Gallner. Emerg. Phone: Tittleman, Greenwood 7-4425. (Dist. Mgr. in residence: Louis Formate)

PARAMOUNT, 248 N. 12th St.—LOcust 7-3672

Br. Mgr.: Ulrik F. Smith. Office Mgr. and Head Booker: Anthony LaMonaco. Sales: Ralph Garman, Harry Dressier, John Kane. Bookers: James Winters, Matthew Judge, Ed Larsen. Cashier: Samuel Wolf. Field Exp.: Mike Weiss. Emerg. Phone: LaMonaco, Sharon Hill 3631-J.

RKO, 1225 Vine St.—LOcust 7-3555

Br. Mgr.: Charles Zagrans. Sls. Mgr.: Ely Epstein. Office Mgr. and Sales: A. G. Gottshalk. Sales: Patrick Beck, J. J. McHaaden. Bookers: Martha Clarke, John DeLuca. Cashier: Emily Puray. Field Exp.: Hank Howard. Emerg. Phone: Gottshalk, WAverly 4-6051.

REPUBLIC, 246-248 N. Clarion St.—LOcust 7-4712

Br. Mgr.: Norman Silverman. Booker: Mary Fox. Sales: Joseph Schaeffer, Sheldon Tromberg. Cashier: Elsie Smith. Emerg. Phone: Fox, FLanders 2-6183.

DAVID ROSEN, 1237 Vine St.—LOcust 4-4429

JOHN SCHAEFFER (Realart-American International), 235 N. 13th St.—LOcust 4-3654

Br. Mgr.: John Schaeffer. Booker: Betty Mayall. Emerg. Phone: None.

SCREEN GUILD (Jack Harris), 1315 Vine St.—LOmbard 3-9020

Br. Mgr.: Harry Brillman. Office Mgr.: Adelheid Provasnik. Head Booker: Irv Lomis. Cashier: Barbara Weissman. Emerg. Phone: c/o Clark Film, LOcust 4-3450.

20TH CENTURY-FOX, 314 N. 13th St.—WAlnut 2-2828

Br. Mgr.: Samuel Diamond. Sls. Mgr.: Joe Engel. Office Mgr.: R. M. Doherty. Sales: Allan Strulson, Gene Gantz, George Candon. Bookers: Lil Kosentoor, Mae Greenus, Ethel Rudich, Mario DiStanislaw. Cashier: Anne Dunn. Field Exp.: Hal Marshall. Emerg. Phone: Harry Appel, Hd. Shipper, Fidelity 2-5571.

UNITED ARTISTS, 1322 Vine St.—Rittenhouse 6-9500

Br. Mgr.: Stanley Kositsky. Sls. Mgr.: William Boyie. Office Mgr.: Elizabeth V. Ziegler. Sales: Jack Zamsky, Peter Kaufman, Irving Vuono. Bookers: Elizabeth Marrandino, Janet Lewis, Sam Sculli. Cashier: Mary Monahan. Field Exp.: Max Miller. Emerg. Phone: c/o Clark Film, LOcust 4-3450. (Eastern Dist. Mgr. in residence: Eugene Tunick)

UNIVERSAL-INTERNATIONAL, 251 N. 13th St.—LOcust 4-3980

Br. Mgr.: Edward Heiber. Sls. Mgr.: Edward Potasn. Office Mgr.: Joseph Azzarano. Sales: Norman Falk, Richard Melvin, James Coyne, Bernard Golden. Bookers: Fera Fortunato, George Evans, Pete Cicotta. Cashier: Helen Centrone. Emerg. Phone: Fortunato, WAshburn 8-7579.

WARNER BROS., 230 N. 13th St.—Rittenhouse 6-9530

Br. Mgr.: Charles Beilan. Asst. Br. Mgr.: Dave Cooper. Office Mgr.: David Law. Sales: Ed O'Donnell T. N. Noble, Joseph Quinlivan. Bookers: L. J. Hannon, E. Carlin, Anthony Blase, John Day. Cashier: Joseph Hern. Field Exp.: Irving Blumberg. Emerg. Phone: Law, Pilgrim 5-5477. (Dist. Mgr. in residence: William G. Mansell)

Supply Dealers

BLUMBERG BROS., 1305 Vine St.—LOmbard 3-7240

Emerg. Phone: Welsh Valley 4-4920

NATIONAL THEATRE SUPPLY, 1225 Vine St.—LOcust 7-6156. Emerg. Phone: GR 3-7678

SUPERIOR THEATRE EQUIP., 311 N. 13th St.—Rittenhouse 6-1420

Screen Trailers

NATIONAL SCREEN SERVICE, 1201 Vine St.—Rittenhouse 6-9580

Br. Mgr.: Stanley Goldberg. Office Mgr.: Moe Koppelman. Sales: Maurice Levin, Ben Stern, Louis Blaustein.

Signs, Advertising and Printing

INDEPENDENT POSTER EXCH., 1323 Vine St.—WAlnut 2-3233

MOVIE SIGN, 1323 Vine St.—LOmbard 3-1616

NATIONAL-PENN PRINTING, 1233 Vine St.—LOcust 7-0538

NATIONAL SCREEN SERVICE, 1201 Vine St.—Rittenhouse 6-9580

QUALITY LITHO., 241 N. 13th St.—MArket 7-4550

RICH-ART SIGN & DISPLAY, 307 N. 13th St.—LOcust 7-5544 and 9390

TRIANGLE STUDIOS, 1331 Vine St.—MArket 7-6530

Film Delivery Services

HIGHWAY EXPRESS LINES, 1239 Vine St.—LOcust 4-3450

Pres: James P. Clark. Emerg. Phone: same.

NEW JERSEY MESSENGER SERV., 305 N. 12th St.—LOmbard 3-3944

Pres: Meyer Adelman. Emerg. Phone: Haddonfield (N.J.) 9-6857.

Service Companies

ALTEC SERVICE CO., 1505 Race St.—LOcust 7-7110

PROGRESSIVE ELECT. CO., 240 N. 13th St.—Rittenhouse 6-3996

RCA SERVICE CO., 121 N. Broad St.—Rittenhouse 6-7568

A SPECIAL SERVICE . . . only in MOTION PICTURE EXHIBITOR

Retired Circuit Exec Dies In Knoxville Tenn.

KNOXVILLE, TENN.—William E. Drumbar, retired circuit executive, died in Baptist Hospital here last fortnight following a long illness. He came to Knoxville in 1917 from Chattanooga, Tenn., with the Signal Amusement Company and became city manager, Publix Theatres Corporation, which later became the Wilbey-Kincey circuit. He built and operated the Sunset and Down in the early 1940s and at one time held an interest in the Booth, Gay, Joy, and Broadway. He also was the one-time manager of the circuit's houses in the North and South Carolina districts at Charlotte and, earlier, of the Texas and Oklahoma district.

Drumbar retired from the industry two years ago and was day manager of the Deane Hill Country Club until he suffered a stroke early in October. He was a past president and director of the club, a Mason, and a member of Central Methodist Church. He is survived by his widow, the former Lucy Dalton, and a sister, Mrs. W. O. Hornasay, Chattanooga.

Ernie Walters staged his annual free kiddie Christmas morning matinee in his Virginia, North Baltimore, O. . . . Steve Vernarsky, dissatisfied with the availability accorded his Palace, Hubbard, O., has closed the house, only theatre in town. His future plans were undetermined. . . . The Variety Club Ladies' Auxiliary, under direction of co-chairmen Mrs. Jack Sogg and Mrs. J. J. Schwartz, will hold a rummage sale Jan. 27-Feb. 1 to raise money to help decorate the new Variety Club location in the Tudor Arms Hotel. . . . Harold Raives, Schine Ohio district manager, became a grandfather for the second time and now boasts of a grandson. . . . The council of suburban Maple Heights is discussing the legality of establishing a local censor board to control the pictures shown weekends in the Mapletown. Members claim the programs are "of low grade, questionable variety."

Denver

Evelyn Goldfarb was named chairman, women's division, Variety Club Tent 37. . . . The Loma, Socorro, Colo., operated by Gibraltar Theatres, was destroyed by fire. The house will be rebuilt. . . . The Bailey Distributing Company and Denver Film Center have taken over distribution for Distributors Corporation of America



Eugene Picker, vice-president, Loew's Theatres, New York, is seen signing a contract for the showing of Trans-Lux Distributing Corporation's Italian-made "La Strada" as Richard P. Brandt, left, and George Roth, Trans-Lux executives, look on.

features in the Denver and Salt Lake City territories. . . . A. Mike Vogel, U-I publicity man, was in to set up campaigns on "Written On The Wind" and "Four Girls In Town." . . . Hall Baetz, 56, former district manager, Fox Inter-Mountain Theatres here and Salt Lake City, died in Seattle following a heart attack. Baetz left the circuit in 1953 to go Seattle to manage Sterling Theatres. Lately he had been in public relations work. . . . Robert Sweeten, Centre manager; Paul Lyday, Denver manager; and John Roberts, Wolfberg Theatres booker, were on the panel of a new television show on KOA-TV, "Name the Star," which has to do with films. . . . Herb Eteinberg, Paramount publicity, was in to set up campaigns on "The Ten Commandments," which will run in at the Denham. . . . Tom Griffing bought the Joy Drive-In, Anthony, N. M.

Jacksonville

Now occupying new homes on the Southside are Harvey Garland, FST film buyer; Clint Ezell, NTE executive; and Miabel Leventhal, former manager, San Marco. . . . Ted Chapeau, Variety Club chief barker, announced that the club will sponsor the third annual Jacksonville Agricultural and Industrial Fair in the Gator Bowl, Nov. 14-24, 1957. . . . John Crovo, Variety Club property master, was setting up an office in the club's quarters in the Roosevelt Hotel. . . . The Motion Picture Council held its annual Christmas party in the Seminole Hotel and announced plans for getting PTA and

SW Grand Prize Won By Woman Manager

NEW YORK—The grand prize in Stanley Warner Theatres' Operation Showmanship drive has been won by Diane Gordon, Oritani, Hackensack, N. J., Harry J. Kalmine, vice-president and general manager, announced last fortnight. In addition to Mrs. Gordon's prize, a two-week trip to England, second prize, a \$1,000 Savings Bond, went to Irving Hillman, Roger Sherman, New Haven, and third prize, a \$750 Bond, went to William Wyatt, Virginian, Charleston, W. Va.

In the district managers contest first prize went to Anthony Williams, Newark, N. J. Mrs. Gordon also got an award for the best record of kiddie shows; best series of promotions went to George Kemp, Montauk, Passaic, N. J.; and best campaign on "Fastest Gun Alive" to George Birkner, Fabian, Paterson, N. J.

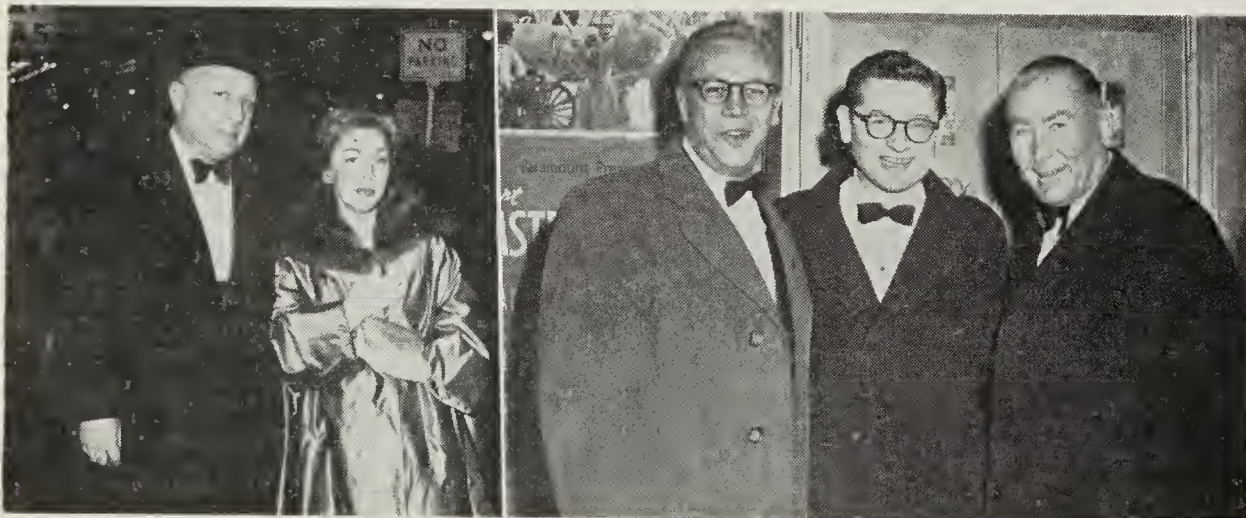
school support for the first-run of Paramount's "The Ten Commandments" in the Florida. . . . The Five Points shopping center was closed to traffic by friendly police officers when manager Bill Beck, Five Points, staged a street autograph party for hundreds of youngsters who flocked around Sal Mineo during a personal appearance. . . . Calling on independent and circuit bookers were Bob Pollard, Republic salesman, Tampa, Fla., and Ken Laird, Buena Vista branch manager, Atlanta. . . . Marc Barre, FST comptroller, returned to his Atlanta office after conferences in the FST home office. . . . B. B. Garner, president, Motion Picture Exhibitors of Florida, revealed that the group plans to make a contribution to the Alfred Starr Memorial.

Los Angeles

Variety Club of Southern California, Tent 25, recently elected officers for 1957, including chief barker, C. N. Srere; first assistant, L. C. Ownbey; second assistant, M. W. Scott; dough guy, Jack Berman; and property master, Bernard R. Wolf. International canvasman is Srere. . . . Francis A. Bateman, who resigned recently as western division sales manager, Republic, was tendered a testimonial dinner last month in Storey's Restaurant. . . . Ted Karetz disposed of the Cinema Park Drive-In, Phoenix, Ariz., and planned to depart with his wife on a world tour. . . . Charles Kranz was named vice-president in charge of exchange operations for Filmmakers Releasing Organization and Filmmakers Productions, Inc. UA President Arthur B. Krim was here.

Milwaukee

National Film Service, Inc., has taken over the physical handling of Republic exchange here. . . . The Mikadow, Manitowac, Wis., which was gutted by fire last spring, has been rebuilt as a very modern theatre and was to open in the course of this week. . . . The Towne, Florence, Wis., closed. . . . Industry veteran F. J. McWilliams, Portage, Wis., who is retiring from the industry, has been succeeded by his son, Jack, in the operation of the theatre.



Among those present at the recent world premiere of Paramount's "The Rainmaker," Astor, New York, were, left to right, company president Barney Balaban; director Joseph Anthony; screenplay author N. Richard Nash; and producer Hal Wallis.



William Benton, manager, SW Liberty, Philadelphia, is seen recently with George Woods, WDAS disc jockey, discussing the tape recording promotion that was featured on the radio station with the campaign on DCA's "Rock, Rock, Rock."

Minneapolis

Martin Field, son of the operator, suburban St. Louis Park, has been using showmanship gimmicks to attract the juvenile trade. One is a King for a Day and Queen for a Day stunt. The child who finds a king or queen slip in his popcorn box gets all he can eat and drink that day, plus tickets for 10 more shows. Field also plays host to as many as nine birthday parties in one afternoon. If an adult calls and says he is bringing a birthday party to the theatre, the red carpet is out and seats are reserved. . . . Bob Stone, former MGM press representative here, has left the exchange to become promotion and publicity director, KMGM-TV. . . . Thieves broke into the neighborhood Alhambra and took \$145 cash from a metal box in the office, according to Clyde Cutter, owner.

New Haven

Many theatres throughout the state closed on Christmas Eve to give employees an opportunity to be home with their families. . . . Sponsored free kiddie shows again were the feature promotion on Dec. 24, morning and afternoon, and also on the previous Saturday, Dec. 22. . . . The warning that a bomb had been placed in the State, Waterbury, Conn., resulted in investigation by police and fire officials recently, but the threat proved to be a hoax. . . . Candelite Drive-In was one of the last outdoor theatres to close for the season.

HARTFORD, CONN., NEWS—Edward P. Lord, circuit operator and president, Drive-In and Shop, Inc., Norwich, Conn., has acquired buildings three and four of the J. B. Martin Company on Chestnut Street in that city for an undisclosed sum. Plans for the area will be disclosed at a later date. Lord operates the Lord and Midtown, Norwich, and the Lord Indoor and Outdoor, Plainfield, Conn. . . . Officers of Motion Picture Operators Local 186, Springfield, Mass., have been reelected. They are Edward O'Connor, business agent; Edward Whittle, president; Lewis Lambert, vice-president; Arthur J. Payette, financial secretary and corresponding secretary; John P. Croke, recording secretary; and, executive board, Guy Best, Edward Corbin, both reelected, and Owen Holmes, replacing Donald Crowley, who did not run.

New Orleans

It was reported that B. V. Sheffield, Poplarville, Miss., exhibitor, has been stricken with a heart attack. . . . Cecil Kelly shuttered the Fox, Plain Dealing, La. . . . Columbia auditor Irving Handover was in. . . . United Artists employees received generous Christmas bonuses. . . . J. M. Houck, Jr., was a recent visitor to Joy's Theatres headquarters. . . . Floyd Harvey, Buena Vista branch manager, returned from a week's trek on the Gulf Coast.

New York

Irwin Danels, Screen Gems, son of Irene Danels, Columbia Pictures, was married on Dec. 22 to Trena Koval. . . . The Shubert owned Ritz, under lease to ABC, was purchased by builder-realty investor J. P. Blitz. . . . Shuberts' Holiday reopened as the Central with first-run pictures. House has new marquee and boxoffice.

. . . Warners' "Baby Doll" rang up the biggest first week's business for a popular-priced picture in the entire history of the Victoria, \$55,254. . . . Another big grosser was 20th-Fox's "Anastasia," Roxy, where the highest Christmas week's gross in three years was recorded, a smash \$140,000, according to managing director Robert C. Rothafel. . . . A daughter, Patricia Flo, was born to Mr. and Mrs. Jerome Pickman on Dec. 23 at Rockaway Beach Hospital, Queens. Pickman is Paramount vice-president in charge of advertising, publicity, and exploitation. . . . Stanley Fellerman, U-I, son of Max Fellerman, vice-president and general manager, Loptert Films, operators, Astor and Victoria among other interests, was married on Dec. 21 to Carol Nancy Lee, Mt. Vernon, N. Y., in the Mt. Vernon Free Synagogue. . . . Mayor Robert F. Wagner presented an official citation of merit to Jimmy Durante in City Hall ceremonies on Dec. 26 in honor of his contributions to charitable

During this
Holiday Season
You can help us serve you,
Mr. Theatre Manager!

And you can do this by not putting your return film in the lobby until all your patrons have left after the last show!

HIGHWAY EXPRESS LINES, INC.

829 North 29th Street

Philadelphia 30, Pa.

LO 4-3450

1638 Third Street, N. E.

Washington, D. C.

DuPont 7-7200

PROGRESSIVE ELECTRIC CONSTRUCTION CO., INC.

240 N. 13th STREET • PHILADELPHIA 7, PA

Theatre Installations
and Maintenance

THEATRE SEAT COVERS

Hayco seat covers for all makes and models of theatre chairs.

JACK HAYES SEATING SERVICE
ONE MONICA PLACE, BALDWINVILLE, N. Y.

David E.

BRODSKY

Associates

THEATRICAL INTERIOR DECORATORS
242 N. 13th St. LO 4-1188-89 Phila. 7, Pa.
PAINTING • DRAPERIES • MURALS
STAGE SETTINGS • WALL COVERINGS

HENRY FRIEDMAN

Realtor and Insurance

Specializing in Theatre
Real Estate and Insurance

(Member Main Line Board of Realtors)
17 W. Lancaster Ave., Ardmore, Pa. GR 7-5730

The A-MAN Corner

Theatre managers . . . assistant theatre managers . . . theatre advertising and publicity men . . . film buyers . . . film bookers . . . circuit executives . . . maintenance and equipment engineers. IF you* are looking for a job, . . . or IF you* are looking for a man, . . . just describe your needs in 25 words or less and send to "The A-MAN Corner." Add your name and address. Names and addresses will be published unless a box number is requested. All such "classified ads" will be published in three consecutive issues and then dropped. If success does not crown an original effort, it can be repeated through a new application after a 60-day interval.

This completely new EMPLOYMENT SERVICE is available to ALL theatres without reservation. It is not necessary to subscribe to MOTION PICTURE EXHIBITOR to avail yourself of this service. No other industry trade paper offers it! And it is completely FREE!

*A (WO)MAN is also welcome . . . but in this preponderantly male business, she should specify her sex.

EXPERIENCED MANAGER AVAILABLE. Bought, booked and exploited pictures. Handled promotions and concessions. Superintended 4 theatres. Excellent references. 25 years in business. BOX A1219, c/o M. P. EXHIBITOR, 246 North Clarion St., Phila. 7, Pa.

PROJECTIONIST AVAILABLE. 8 years' experience. Sober and reliable. Married, one small child. Wife can cashier. Have excellent references. Will go anywhere. Write or wire RALPH COX, General Delivery, Durham, N. C. (1219)

MANAGER AVAILABLE. Drive-In, conventional experience. Exploitation, maintenance minded. 3 years' college. Age 30, wife and son. Presently employed, available on notice. Prefer Los Angeles vicinity. BOX B1226, c/o M. P. EXHIBITOR, 246 North Clarion St., Phila. 7, Pa.

MANAGER-PROJECTIONIST AVAILABLE. Age 47. Married. Conventional, Drive-In experience over 30 years. Exploitation, promotion, maintenance. Will go anywhere. Best of references. K. L. DICKSON, 909 Indiana, Neodesha, Kansas. (12)

MANAGER, age 34, 15 years' experience. Former independent theatre owner, manager for large New York City circuit. Available January 5. Anywhere in New York, Pennsylvania, Ohio. BOX A12, c/o M.P. EXHIBITOR, 246 North Clarion St., Phila. 7, Pa.

THEATRE MANAGER AVAILABLE. Age 29, married, 12 years' experience in all phases of management, exploitation. Best references. Midwest preferred. BOX A1226 c/o M. P. EXHIBITOR, 246 North Clarion St., Phila. 7, Pa.

Address all
correspondence to—

The A-MAN Corner

{ Motion Picture Exhibitor
246 N. Clarion St., Philadelphia 7, Pa

and public service activities in the city. The Jewish Theatrical Guild is sponsoring an industry tribute to Durante with a dinner at the Waldorf-Astoria on March 17. The proclamation is in anticipation of this event. . . . Irving M. Lesser, president, Motion Picture Distributors, Inc., announced that an invitational preview showing of "Oedipus Rex" will be held at the 55th Street Playhouse on Jan. 6. . . . Eliot Rosenthal, 47, former secretary, Loew's Theatres, Inc., died last week. He is survived by his wife, a daughter, a son and a brother.

Omaha

Variety Club of Omaha, Tent 16, elected officers for the next year at a meeting of the Crew last fortnight. They are Pat Halloran, branch manager, Buena Vista, chief barker; Don Hammond, partner, Romeo-Hammond Booking Service, first assistant; Norman Nielson, branch manager, RKO, second assistant; George Regan, branch manager, 20th-Fox, property master; and Glenn Trump, public relations director, Ak-Sar-Ben, dough guy. Walter Creal is convention delegate.

Pittsburgh

The Gable, Sharon, Pa., has been dismantled, and the fixtures have been sold. . . . Mr. and Mrs. John Troy have reopened the Emlen, Emlenton, Pa., following improvements. . . . Charles Mason is closing his office at 75 Van Braam Street and will join United Artists as a salesman. Mason has been operating his own booking office, servicing the Basle-Laskey theatres. . . . John Freinstein, MGM booker here several years ago, was sending holiday cards from Tripoli. . . . Paramount booker John Navoney was in St. Francis Hospital for surgery.

Philadelphia

The Carman reopened with burlesque-vaude-and films. House made a brief try at straight films over the pre-Christmas holiday and then went dark for a week altogether. . . . Viola Hoenig, formerly with Screen Guild, is still a patient at Deborah Sanitarium, Browns Mills, N. J. She would like to hear from her former industry friends. . . . Jack H. Harris, president, Screen Guild, with his wife and family, are in Hollywood Beach, Fla., for the New Year's holiday. . . . Independent distribu-

tor Dave Rosen was in New York, where he was reportedly making a deal for some new product. . . . A hearing on a zoning petition will be held on Jan. 2 at City Hall when an okay for a drive-in on a 10-acre plot on Essington Road in the area of 80th and Tinicum Avenue will be sought. It is reported that architect Stephen B. Hazzard has drawn plans for Claude Schlanger and other interested parties. Permission is being requested for the closing of certain streets. . . . National Screen Service salesman Louis Blaustein, long on the sick list, is still confined to his home.

St. Louis

Buster Smith, tavern keeper at Crocker, Mo., has purchased the Crocker there from Mildred Rauth, Rolla, Mo., and has reopened the house under his management. . . . Edwin Johnson and Dr. William P. Humphrey have taken over management of the Morgan, Morganfield, Ky. They recently purchased the theatre business and equipment from W. E. Horsefield and negotiated a 10-year lease on the building with the owners, the Fred Alhorn family. . . . Eddie Koehr, National Screen Service office manager, was to return to his desk last week following a long illness. . . . Tom Bloomer, Bloomer Amusement Company and a past president, Missouri-Illinois Theatre Owners, was in St. Elizabeth's Hospital, Belleville, Ill., for a checkup. . . . Film Row exchanges were directed by home offices to remain open Dec. 24 and it was understood that the same would apply to Dec. 31, which cancelled the four-day holiday periods which had been anticipated. . . . Benny Lass, National Screen Service salesman, was poet laureate for the Dale Carnegie class exercises in the Sheraton-Jefferson Hotel. . . . Pete Nicholas is the new Columbia booker. . . . The Loew's State pipe organ was installed in Ruggeri's Restaurant and was to be dedicated at special ceremonies last week.

Seattle

United Theatres concluded a series of Washington managers meetings conducted by general manager Jim Bonholzer. Attending were Frank Schock, Auto-View, Spokane; Art Lindstrom, Harbor, Aberdeen; Roger Cameron, Auto View, Tacoma; Al Larpenteur, Starlite, and Leon Rader, Fife, both in the Tacoma area; and from Seattle, Frank Smith, Duwamish; Carl Eunick, Aurora; and Rose Kinsey, the Midway. . . . Newly elected Variety Club officers for 1957 are Ed Cruea, chief barker; Art Greenfield, first assistant; Keith Beckwith, second assistant; Lee Schulman, property master; and C. B. Gustafson, reelected dough guy. New crew members named were Frank Christy, Fred Danz, Doug Estep, Doug Forbes, Zollie Volchock, and Bud Saffle. . . . Frank Boothe is the new manager, Aberdeen, Wash., replacing Roger Cameron, who will manage the Auto-View, Tacoma. . . . Walt Thayer, United Theatres booker, will marry Fay Brown on Jan. 12 in the University Congregational Church. . . . The Variety Club sponsored an all-Film Row Christmas party for 135 persons in the Windsor Ball Room, New Washington Hotel. Arnie Eichenlaub, MGM, and his wife celebrated their 20th wedding anniversary.



At Last

HI-FI IMPACT IN-CAR SPEAKERS!!

The First Great Speaker Improvement
Since RCA Originally Conceived the
In-Car Speaker.

LONG LIFE — VASTLY SUPERIOR
QUALITY OF SOUND — A MUST
FOR YOUR 1957 SPEAKER RE-
PLACEMENT — AND AT A SUR-
PRISINGLY REASONABLE PRICE!

ELMER H. BRIENT & SONS, INC.

925 NEW JERSEY AVE., N.W.
WASHINGTON, D. C.

PHYSICAL THEATRE*



One of the more recent outstanding examples of theatre remodeling is the Saxon, Boston. In converting this veteran indoor house in a bright and shiny home for distinguished films, the management made sure that the proper attention was given to the appearance of the floors and attractive new carpeting.

Devoted exclusively to the theatre structure, its design, construction, furnishings, maintenance, and specialized equipment, with a special section for drive-ins, devoted to their design and operation.

Arnold Farber, Editor

Vol. 12, No. 1 January 2, 1957

Registered Trademark

IN THIS ISSUE:

USING LEATHER IN THEATRES.....	Page 5
NEW THEATRE SPECTACULAR.....	Page 6
SAFETY WITH A BOUNCE.....	Page 8
NEW PRODUCTS.....	Page 12

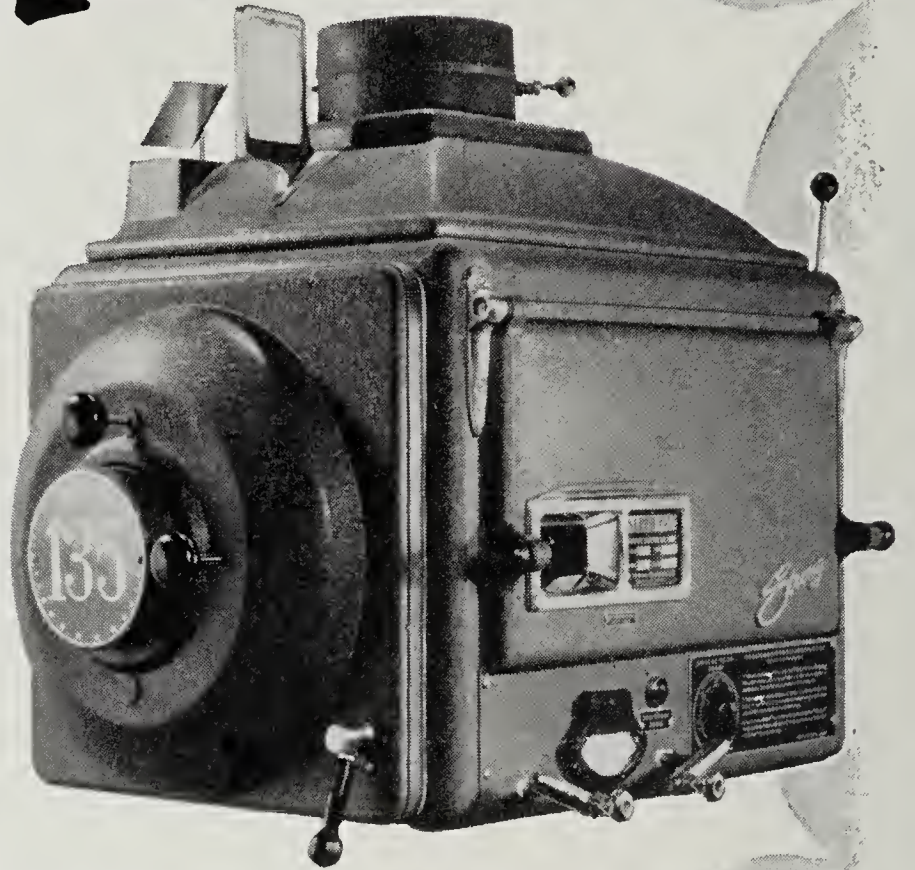
TO MEET YOUR

CHANGING NEEDS

THE

Strong

SUPER '135'



**... MOST FLEXIBLE OF
PROJECTION ARC LAMPS**

**Provides for the burning of a choice
of 9mm, 10mm, 11mm or 13.6mm
regular and 10mm Hitex Trim.**

When requirements shift due to increased screen size, increased projection lens optical efficiency, or change to wide film, easily applied change parts allow increased reflector diameter, or the use of larger or more powerful carbons.

**THE
STRONG
ELECTRIC
CORPORATION**

21 City Park Avenue • Toledo 1, Ohio

TO-

Those who own Strong Super "135" lamps. Your present Strong Super "135" lamps can be equipped to burn any of these carbon trims. Send us your lamp serial numbers and we will send you free details and instructions without obligation.

LAYING IT

On The Line

Economic Realities

At this, the start of a new year, the exhibitor can expect to see the introduction of few, if any, startlingly new methods of film presentation—for the first time in almost four years. After a fairly steady flow of new, and sometimes costly, projection and sound methods the upcoming 12 months should see only refinements and revisions of the existing systems. While this situation will finally allow the theatremen to achieve a certain amount of standardization, this shutting down of technical progress is not without its misgivings. At a recent convention of the Society of Motion Picture and Television Engineers outgoing president John G. Frayne made some comments along these lines which bear repeating.

"Technological progress," Dr. Frayne said, "is essential to the vigorous growth and healthy development of any industry. However, its effects can be weakened by failure to recognize the broad economic realities of the situation, and the far-reaching effects of technological developments on all phases of the industry . . .

". . . Engineering should have a greater voice and influence in studio management circles. This might prevent the hasty adoption of new and untried ideas without first subjecting them to rigorous test and field trial.

". . . Encourage and extend the practice of having a competent and experienced motion picture engineer direct and coordinate all technical developments in every major motion picture studio . . . He should be responsible for the development and testing of all new integrated motion picture systems that cut across all lines of motion picture technology, regardless of rigid departmental boundaries. The motion picture industry has been notoriously lacking in giving wholehearted support to this kind of activity, relying too heavily on the equipment suppliers to provide the necessary engineering know-how. The efforts of suppliers should be supplemented by the studios if a coordinated engineering program is to result."

Various efforts have been made in recent times to coordinate the research and development of new and improved methods of filming and the reproduction of the results. However, there is still no one industry-wide organization, similar to that found in other fields, devoted entirely to research and to the introduction of the results in a manner that will reap the greatest benefit to all, with a minimum amount of confusion and costly trial and error in the theatres. Any theatremen who has had to spend considerable amounts of cash to install and then remove untried equipment, will agree that the patron-filled theatre is not the place to conduct experiments.

Although it will not happen overnight, this department hopes that 1957 will see definite progress made toward the establishment and support of a continuing and sensible research program participated in by all segments of our business.

PHYSICAL THEATRE • A sectional department of **MOTION PICTURE EXHIBITOR**, published every fourth Wednesday by Jay Emanuel Publications, Inc., 246-48 North Clarion Street, Philadelphia 7, Pennsylvania. All contents copyrighted and all reprint rights reserved.

NOW 300 AMPS
250 "
200 "
180 "
140 "
100 "
80 "

with
The **NEW**
ROBIN



SELENIUM RECTIFIER

Specifically engineered for New and Wide Screen Projection Systems

WORLD'S FINEST PROJECTION LENSES



Optische Werke Gmgh
Gottingen
Western Germany



Write for information and prices to:

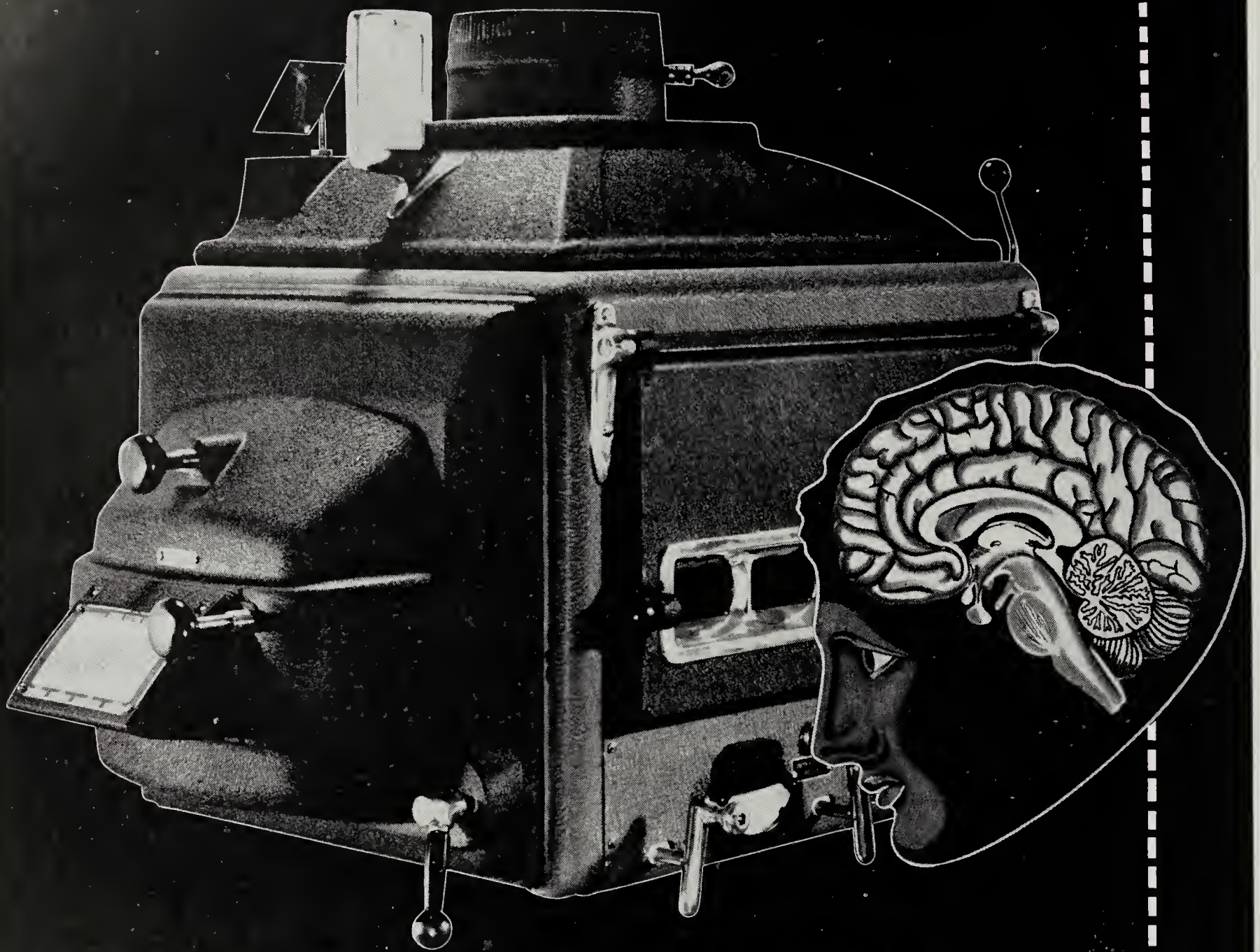


SOLE U. S. DISTRIBUTOR

J. E. ROBIN, INC.

Motion Picture Equipment Specialists
267 Rhode Island Avenue
EAST ORANGE, N. J.

The Lamp with the Built-In Brain



EXCELITE "135"

The automatic crater-positioning system which controls the burning of both carbons is nothing short of amazing in its maintenance of the positive arc crater at the EXACT focal point of the reflector. In fact, it even defies you if you try to keep it at any other position.

In these days of involved projection techniques and more exacting demands on screen light sources, you can't afford to have less than an arc which projects an intensely brilliant light, evenly distributed and of unchanging color value.

And that's exactly what you get with the Excelite "135" WITHOUT MANUAL ADJUSTMENTS. No wonder exhibitors and projectionists alike prefer them regardless of screen size or projection process.

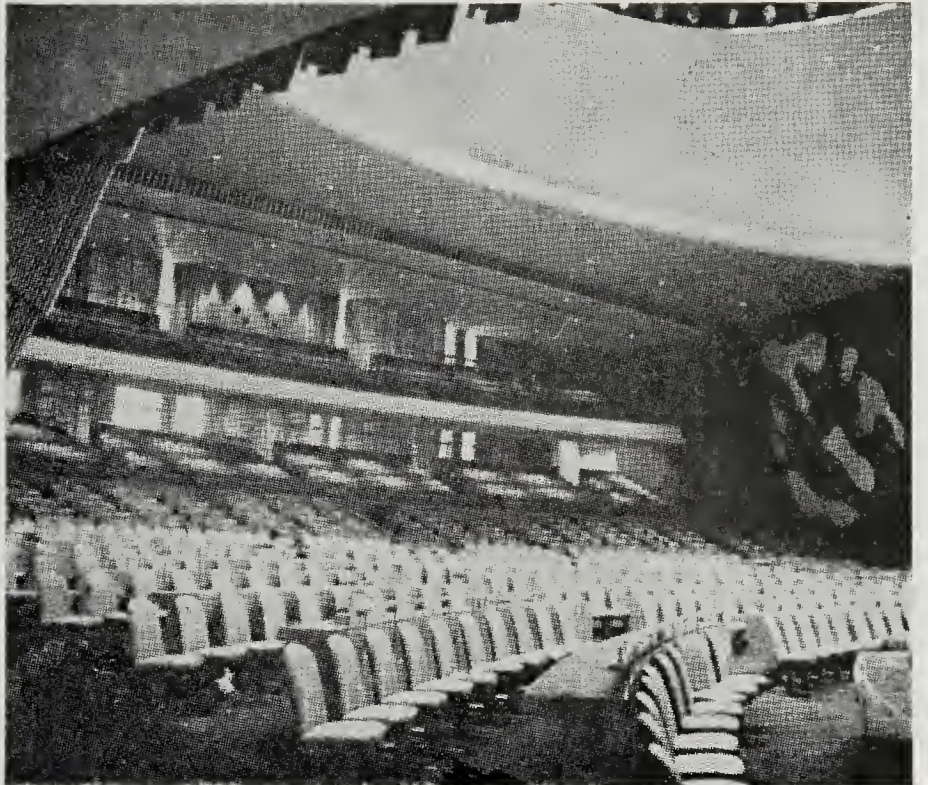


NATIONAL
THEATRE SUPPLY
Division of National • Simplex • Bludworth, Inc.

A SUBSIDIARY OF



Using Leather In Theatres



LEATHER for theatre upholstery has come out of the luxury class into the realm of common sense. Nowadays the many new finishes, together with the rainbow of over 400 decorator colors readily available, have made genuine upholstery leather a practical and versatile material for alert theatre planners who are increasingly aware of the drawing power of comfortable and attractive lobbies and interiors.

Where It Comes From

As defined by The Upholstery Leather Group, a non-profit association of leading tanners, genuine upholstery leather comes from cowhide. (A very recently developed product which is an exception to this criterion is a specially processed pigskin which is being applied as a wall tile.) To convert a cow's hide, which measures about a quarter of an inch thick, to the usable state, it must be "split." That process results in different grains and grades of leather.

The top layer, where the hair was embedded in the original hide, is called top grain; it is split to three sixty-fourths of an inch. This is considered the best of all leather grades. The second layer, not far behind in quality, is called deep buff. The other leather below these two layers is not suitable for upholstery use.

After the hides are tanned and dried,

they are sorted. Skins with but a few minor marks need no snuffing or buffing, which are "cosmetic" processes. These are marked "full top grain," and are preferred by those who like "leather looking leather," for the natural marks are acquired by the living animal on the range, and without snuffing or buffing the leather has variations of tone and color which give it patina and characters.

Top grain snuffed and deep buff leathers have no surface grain pattern, but are

PHYSICAL THEATRE

Vol. 12, No. 1

January 2, 1957

given such markings by an embossing machine which duplicates grains with extreme accuracy.

Finishing Operations

After the leather is dried, shaved, and tumbled, it is ready for finishing operations. This is an area of constant research, and a revolutionary change from vegetable to resin methods has significantly improved leather's suppleness and durability, as well as made possible new deco-

orative versatility. An illustration is the very new leather imprime, which has the look of a printed fabric.

Unless ordered in its natural russet color, after finishing the hides are given a base coat of color—which penetrates clear through to the other side—and they are sprayed with final surface color. In its modern form, leather takes dyes permanently; it cannot come off or fade. And, in its modern form, leather comes in the 400 colors mentioned before, plus—because, just like fabric, it can be dyed to order, and to match any sample.

Before the final finishing process, upholstery leather is given still another softening treatment, to ensure its being resilient and comfortable. For special types of finishes, some extra operations are required. For example, antiquing, a non-glaze finish, is a skilled technique in which a second color is lightly rubbed into the surface, and then the excess carefully removed.

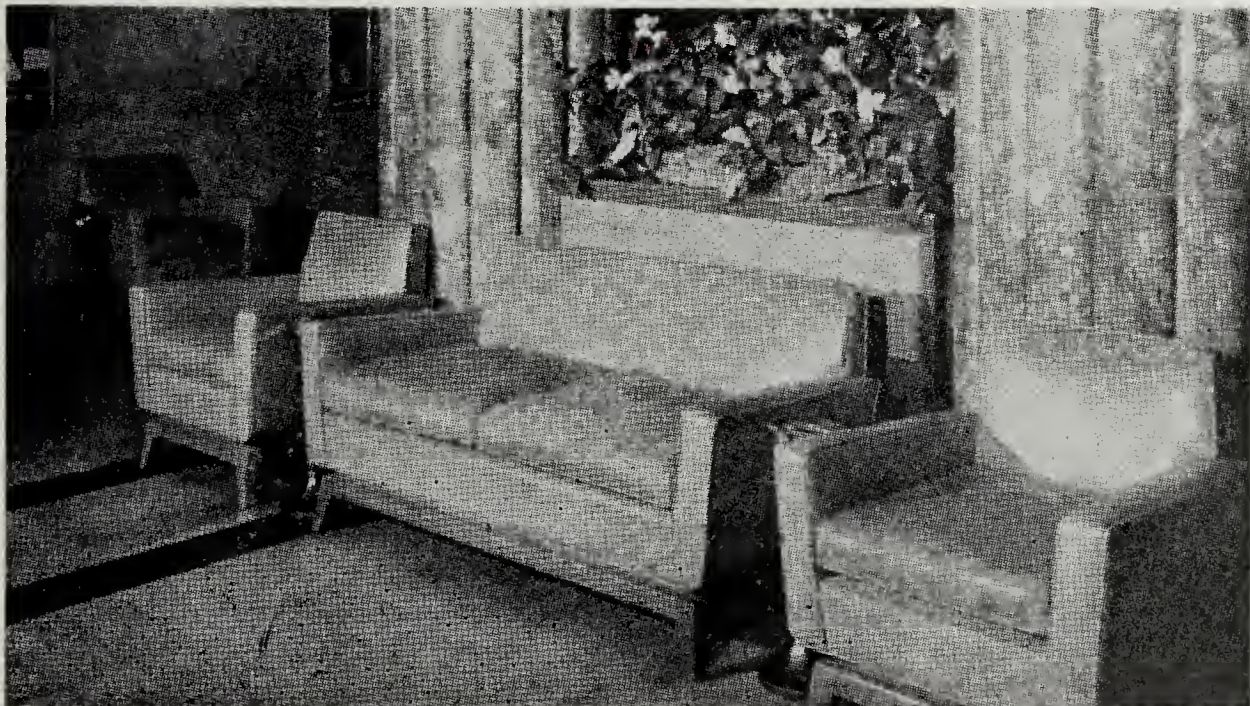
Another example of a recent addition to the upholstery leather family is top grain alligator, which looks like alligator but has the added advantages of durability and the easy-cleaning characteristic of fine cowhide.

Luxury And Prestige

The new finishes and other technical improvements which have enhanced the natural beauty and practical properties of upholstery leather have advanced it, in the past few years, to a top position in decorating theatres. The very concept of leather suggests luxury and prestige, and these cocpetitive days, a theatre's individual distinction is just as important as give-away sets of china used to be.

Leather is so versatile that it is equally at home in traditional or contemporary surroundings. And, as a matter of fact, leather is often called a transitional material, because it has a warmth long associated with traditional settings which mellows the austerity often imparted by modern furniture design and decor, without blurring their clean and stimulating lines.

(Continued on page PT-10)



The General Assembly (top) of the United Nations and the hotel lobby (left) demonstrate the type of furnishings that can benefit by using leather.



A New Theatre Spectacular

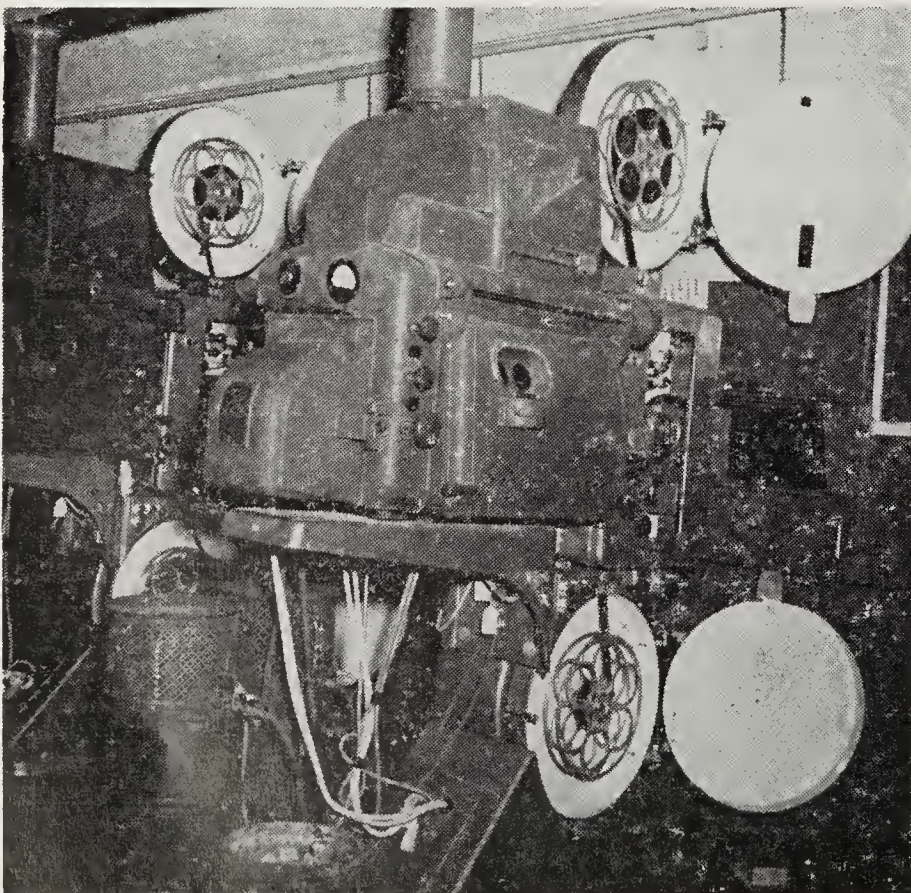
Very concrete evidence of the Skouras Theatre circuit's faith in the future of indoor exhibition is the recently opened Syosset, Syosset, L. I. This is one of the most modern theatres built in recent years.



The screen in this 1400-seat house is 25 by 62 feet and was furnished by Raytone. Notice that the screen runs from wall to wall, with the complete elimination of traditional proscenium. Heywood Wakefield chairs are used.



The attractive draperies and stage curtains, seen here, were supplied by Novelty Scenic Studios. Auditorium is decorated with a glass cloth fabric in shades of rose and blue to combine an air of glamour with simplicity.



The projection equipment (above) can show standard 35mm prints, CinemaScope and the 70mm Todd-AO process. The lobby (upper right) and the lounge (bottom right) are tastefully designed for patron's comforts.



Screen Flicker Reduced With Rectifier Choke

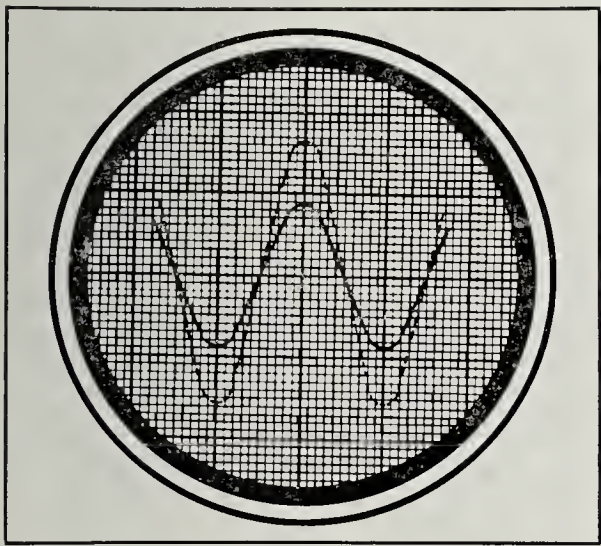
TOLEDO—With the advent of Cinema-Scope the installation of highly reflective screens, and high speed optics, has created a serious "screen flicker" problem in many small theatres.

Screen flicker is a function of screen brilliancy, the brighter the screen the more pronounced the flicker. In some instances exhibitors have installed high speed optics throughout, only to find that they could not be utilized due to excessive "screen flicker."

This troublesome fault can be suppressed by including a heavy duty choke in the output circuit of the rectifier, according to the Kneisley Electric Company. It must be heavy duty so that the voltage drop and subsequent current loss, resulting from its inclusion, is negligible.

Flicker is caused by the ripple voltage that exists in rectified current. A heavy choke minimizes this ripple as shown on the oscilloscope chart. Without the choke the wave form covers 31 sections in height (dotted line), with the choke only 17 sections (solid line), a reduction of 45.5 per cent.

This unit which measures 10 inches in height, nine inches in width, seven inches in depth, and weighs 56 pounds, is available through supply dealers or the Kneisley Electric Company.



Sholtz Joins Altec Service

NEW YORK—H. M. Bessey, executive vice-president of Altec Service Company, recently announced that Bernard Sholtz joined Altec as a special sales representative. Sholtz served in various sales and executive capacities in the theatre equipment division of RCA since 1929. Prior to his retirement from RCA in 1954, he acted for several years as district manager of theatre equipment sales in behalf of a wide variety of product.

As a member of the Altec sales staff directed by Marty Wolf, sales manager, Sholtz will have a roving commission to represent Altec Service throughout the United States in territories covered by the organization's national setup of division and branch offices.

Paromel Names New Distributor

CHICAGO—The appointment of Theatrical Equipment Company in Honolulu, Hawaii, as exclusive distributor for Paromel-DeVry sound projection equipment in the Hawaiian Islands, was announced by Jack M. Miller, president, Paromel Electronics Corporation.

Radiant Opens New Screen Plant In Germany

CHICAGO—Radiant Manufacturing Corporation, subsidiary of United States Koffman Machinery Corporation, recently announced the opening of new manufacturing facilities in Bergish Gladback, suburb of Cologne, Germany. A complete line of Radiant table, portable tripod and wall screens will be manufactured for European consumption at the new manufacturing plant.

Radiant's executive vice-president, Adolph Wertheimer, in announcing the new operation said, "Due to the overwhelming demand for Radiant products in foreign countries during the past two years, it has been necessary for Radiant to build a separate sales organization for the overseas field. Now, being in closer contact with our European dealers and distributors, it will be possible for us

to serve this steadily growing market more efficiently."

Word of Radiant's German plant follows close on the heels of their groundbreaking for a new \$1,800,000 factory and office building in suburban Chicago, at which their three Chicago factories and main offices will be consolidated.

11 D-I's Heat Up

CAMDEN, N. J.—Reflecting the drive-in theatre trend to "winterizing" for extended seasons, the theatre and sound products department, Radio Corporation of America, announced sales of Dyna-Heat in-car heaters to 11 additional outdoor theatres.

A. J. Platt, sales manager, RCA theatre equipment, said that "winterizing" with in-car heaters has proved to be a quick self-liquidating investment."

More and more Drive-Ins are demanding these fine lenses. The Super Snaplites are guaranteed to give you Sharper Pictures, More Light on the Screen, Greater Contrast, and Greater Definition . . . and this under the most trying outdoor operating conditions. Actually 7 out of 10 new Drive-Ins install Super Snaplite Lenses . . . and more and more established Drive-Ins are turning to Super Snaplites. Ask for Bulletin No. 222, it gives you complete information on these lenses.

KOLLMORGEN
Optical CORPORATION
NORTHAMPTON, MASSACHUSETTS





Report On Rubber Playground Surfacing Material

Safety With A Bounce

REGARDLESS of the type of equipment used, the layout, location, and anything else which would enter into the playground area of a drive-in theatre, there is one element which is indispensable—safety. Of course, when you get a group of active normal youngsters around playground devices there is bound to be a number of falls, scrapes and bruises. However, the theatre operator, just as the school administrator or community leader must do all in his power to minimize the dangers of serious injury.

The question of what material is best for the surface of a playground has been a controversial one for years. While this debate has been going on, authorities in Akron and other Ohio communities believe that in rubber they have a partial answer to the problem of playground surfaces. Although most of the discussion and work has taken place in reference to school playgrounds, the problems of the drive-in theatre operator are the same, and therefore, he should be interested in this recent development.

Years Of Experience

After five years of experience with rubberized playground surfaces, many are convinced that the experimental surface is a great improvement. It is admitted that the rubber surface is not perfect, but there has been a marked decrease in minor injuries suffered on the playgrounds where the rubber top has been installed.

Pioneering the development of the rubberized surface for playgrounds, the Firestone Tire and Rubber Company engineers cooperated with the Akron Board of Education supervisor in evolving one that would make playgrounds safe.

Since the first rubber surface was in-

stalled a more durable product has been developed by Firestone, and its use on Akron playgrounds has been extended.

The initial rubber surface was a simple thing. It consisted of coating the stabilized base with an asphalt emulsion and spreading small particles of rubber over the asphalt. This rubber then was rolled into the emulsion with a power roller and the process was repeated. This built a cushion of asphalt and rubber particles to the depth of one-quarter of an inch to one-half of an inch over the play area.

Under swings and other apparatus the thickness of rubber and asphalt was greater.

Expert Comment

Harold S. Wagner, director-secretary of the Akron Metropolitan Park district, in a report to recreation and park workers, said, "If properly constructed, this appears to be the best thing on the market today for durable, easily maintained and safe play-area surfacing."

Wagner pointed out that playgrounds with rubber particles on the surface should not be confused with rubber paving where the rubber particles are mixed in the asphalt at the mill.

"Turf is ideal, of course," Wagner said, "but with the growth in the use of playgrounds something that can resist wear has to be used. Remember that children can fall on a halfmile deep pile of feathers and still hurt themselves."

DRIVE-IN THEATRES

Surface Construction

The construction of a rubber-surfaced playground is essentially the same as a surface-treatment type of construction on a highway, with the exception that a rubber aggregate is used in place of the mineral aggregate. For a new installation, first, a good base is constructed capable of supporting the anticipated loadings on the playground during and after construction. This, of course, is not necessary in the case of resurfacing an existing playground which has the essential of an adequate base.

The rubber surfacing is applied as two successive applications of rubber aggregate as soon as the asphalt has become tacky. It is extremely important that prior to the initial application of asphalt to the stable base, that the base surface be made even, to grade, and be free from all surface material not securely bound to the base. As some objection has been raised to leaving any significant quantity of loose rubber particles on the finished surface, the playgrounds now being constructed have the loose rubber broomed from the surface and retained for any repairs later found necessary.

Quick-setting asphalt emulsions have been used as a binder for the aggregate. Tests indicate, however, that cutback asphalts prove more satisfactory. The laboratories of the Firestone Tire and Rubber Company are continuing their development of improved materials and methods of playground installation.

Advantages Obtained

The advantages obtained in rubber-surfaced playgrounds are obvious to those who see them. As there are no mineral aggregates with their abrasive qualities

(Continued on page PT-10)

Non-Breakable Speaker Cases Now Available

CAMDEN, N. J.—The first application in the theatre equipment field of "Impac," non-breakable, chip-proof, colorfast casing material, was announced recently by the Radio Corporation of America with the introduction of an "Impac" in-car speaker for drive-in theatres.

Use of "Impac" material provides exhibitors for the first time with an in-car speaker case that will not "age" with service, according to A. J. Platt, sales manager, theatre equipment, RCA theatre and sound products department. The drive-in speaker utilizes the same non-breakable "Impac" casing material introduced in RCA Victor portable radios recently.

Platt said that the "Impac" in-car speaker was developed to meet a need for an instrument capable of retaining its original shape, color, and overall appearance despite the weather abuse and wear-and-tear handling inherent in drive-in operations. The new instrument is said to offer numerous advantages to both exhibitors and patrons.

"For the first time," Platt said, "drive-in exhibitors have available a low-cost, quality in-car speaker that will grow old gracefully in service. Field tests conducted with the new in-car speaker have established the ability of the 'Impac' case to absorb without damage the normal punishment of day-to-day drive-in operations. Weathering tests, involving exposure of 'Impac' speakers to the elements for periods of more than a year, resulted in no change in the original shape, color, or finish of the cases.

"Utilization of 'Impac' material also made possible the design of a lightweight, streamlined case which is appreciably easier for patrons to handle and to hold. The design features a tapered "tear-drop" shape and a lattice-patterned speaker grille, front and back, to provide quick, positive handling.

"From the patron standpoint also 'Impac' material, because of its composition, is more pleasant to the touch than conventional speaker casing materials and sharply reduces the possibility of damage to car paint when being attached to or detached from window frames."

The new RCA in-car speaker is finished in pearl sand and silver sage color pattern.

Platt said that the "Impac" speaker is now available through RCA theatre equipment supply dealers. RCA will continue to market its "Starlight" in-car speaker with the standard die-cast aluminum casing.

Credit Group Adds, Elects

NEW YORK—The Motion Picture Industry Credit Group recently added to its membership rolls the names of Criterion Film Laboratories, Inc., and Comprehensive Service Corporation.

The Group also elected Joseph A. Tannev, S.O.S. Cinema Supply Company, as chairman, and Kern Moyse, Peerless Film Laboratories, vice-chairman to fulfill the unexpired term of office until May 1, 1957 caused by the resignation of Samuel L. Silverman, Precision Film Laboratories, Inc.

**How to
PUT MORE LIGHT
ON YOUR SCREEN**

~ at Lowest Cost!

The only light which can reach your screen must be reflected by the mirror. The brilliance of your projected picture accordingly is in direct proportion to its efficiency.

All mirrors gradually deteriorate. Endeavoring to make up light loss through the use of more current is pure waste, costs much more in power bills than periodic replacement of reflectors.

Strong

PRECISION REFLECTORS,


long recognized for their superiority, are available in types and sizes for use in all standard projection arc lamps. Order from your dealer now.

THE STRONG ELECTRIC CORPORATION

21 CITY PARK AVENUE • TOLEDO 1, OHIO



Amplifier *with a history and a future...*



PD-50

Recognized throughout the world for its ability to perform under the most severe operating conditions. A high fidelity amplifier for optical sound only. Gives years of uninterrupted service. Subject to the most severe tests, it has met and surpassed every requirement. PD 55 single channel and PD 56 dual channel amplifiers are also available.

The Ballantyne Co

1712 Jackson St. Omaha, Nebraska

TEDA Agrees To Florida Site For '57 Meeting With TESMA

NEW YORK—Theatre Equipment and Supply Manufacturers Association and the Theatre Equipment Dealers Association will meet concurrently Nov. 17th and 18th, for business and social events at the Americana Hotel, Bal Harbour, Fla., it was announced jointly last week by Lee Jones, TESMA president and J. Eldon Peek, TEDA's Board Chairman.

TEDA had stated at the conclusion of the International Trade Show at the New York Coliseum last September that it would invite TESMA to join with it for meetings in the fall of 1957 somewhere in the middle west, apart from whatever meetings and trade show that TESMA might have with any other organizations.

The TESMA-TEDA meetings will immediately precede the joint conventions and trade show to be conducted by TESMA, Theatre Owners of America and the National Association of Concessionaires at the Americana Hotel starting Nov. 20th and concluding Saturday, Nov. 23rd.

In announcing the forthcoming meetings both Jones and Peek agreed that several advantages would accrue in the joint business and social events to be held immediately preceding the trade show and conventions in 1957.

Jones said that TESMA members would find it much more convenient to have their meetings with TEDA at the indicated times and place, since otherwise it would have become necessary for his association's members to make a separate trip to another city with the necessary time away from their businesses.

Peek stated for TEDA that his organization wanted to meet with TESMA at a time other than during the trade show which had grown so large as to almost eliminate the benefits that had accrued for both organizations when the trade shows had been small enough to permit joint social and business meetings with TEDA and the manufacturers. Additionally, Peek said, TEDA members who might wish to stay over in Florida at the conclusion of the TESMA-TEDA meetings, could do so and meet theatre owner buyers of equipment.

New SMPTE Membership Chief

NEW YORK—Edward M. Warnecke has been named national membership chairman of the Society of Motion Picture and Television Engineers for 1957-58, it was announced by Barton Kreuzer, newly elected president of the Society. Warnecke, who will succeed John W. DuVall, has been SMPTE eastern regional membership chairman for the past two years.

On accepting this appointment, Warnecke stated that the efforts of his committee will be devoted to explaining the activities of the SMPTE and the advantages of membership to television and motion picture engineers both in the United States and abroad.

Ballantyne And Theatre Equipment Still An Item

OMAHA—R. S. Ballantyne, chairman of the board of the Ballantyne Company, recently returned from a 20,000-mile tour of the country, visiting hundreds of theatres and talking to exhibitors on current industry problems. At 68, he is retaining an active role in the theatre equipment business he founded.

Last spring, when the company observed its 25th anniversary, the veteran manufacturer announced he was stepping up to chairman of the board, with his son-in-law, J. Robert Hoff, taking over as president. Ballantyne anticipated a period of rest and relaxation but, in his travels, he kept right on contacting exhibitors and learning of their equipment needs, decided to fulfill them.

"I said I was going to take it easy," Ballantyne commented, "and some of my friends apparently interpreted that as meaning I was going to retire. But I never really got out of 'harness' and I'm still on the job."

New Williams Screen Uses Special Finish

AKRON, O.—The Williams Screen Company recently completed long research on a new type of screen finish which embodies the qualities of both white and silver.

A special application of white pigment produces the finish which has the high gain reflectivity of silver, but also furnishes the diffusion of white. This results in greatly improved screen brightness for all portions of a theatre including side seats, according to H. C. Williams, president of the firm.

The new screen is of vinyl plastic construction with electronically welded invisible seams. The screen surface is infrared baked and is resistant to stains or scuffing. Since it is waterproof, it can be easily cleaned by washing.

Altec Engineer Dies

NEW YORK—K. A. Pitt, Altec Service Company field engineer attached to the company's southern division, died suddenly in Knoxville, Tenn. A veteran member of the field engineering staff, he joined Altec in 1938, and following various assignments throughout the country, has served theatres in the Tennessee area for a period of years.

Pitt is survived by his wife, and three daughters. Interment took place in Chicago.

Safety With A Bounce

(Continued from page PT-8)

exposed on the surface of the playground, the problem of skinned knees is lessened. The surface is sufficiently resilient to reduce the tendency toward bruises and broken bones, which is found in hard-surfaced playgrounds. The rubber-surfaced playground is an all-weather playground which dries off quickly after rain and inclement weather. This can be quite important in a drive-in theatre. All of this, it is claimed, is accomplished at a lower cost than most all-weather playgrounds. Installation cost of the rubberized playground surface, including the stabilized base, is no more than any all-weather surface.

Using Leather

(Continued from page PT-5)

As compared with fabrics and synthetics, leather has been generally considered too expensive. But, to any except the near-sighted, it makes sense in cents, for solid, practical reasons which make leather a solid, practical investment (corroborated by the United States Testing Bureau)—

Long wear: Upholstery leather resists abrasion better than any other material.

Resistance to scuffing: Leather stands up better under such punishments as dragging blunt objects across its surface.

Good stitch strength: A straight pulling test shows that it has strong resistance against tearing along stitch lines, and to constant flexing along stitch lines.

Good tensile strength: Better than any plastic or fabric, leather stands up (Continued on next page)



Your Guarantee

**of Consistent Quality
and Outstanding Service
For Every Theatre Need!**

**NATIONAL THEATRE SUPPLY
29 Branches Coast to Coast**

Simplex
X • L

**PROJECTION and
SOUND SYSTEMS**

The Finest Ever Made

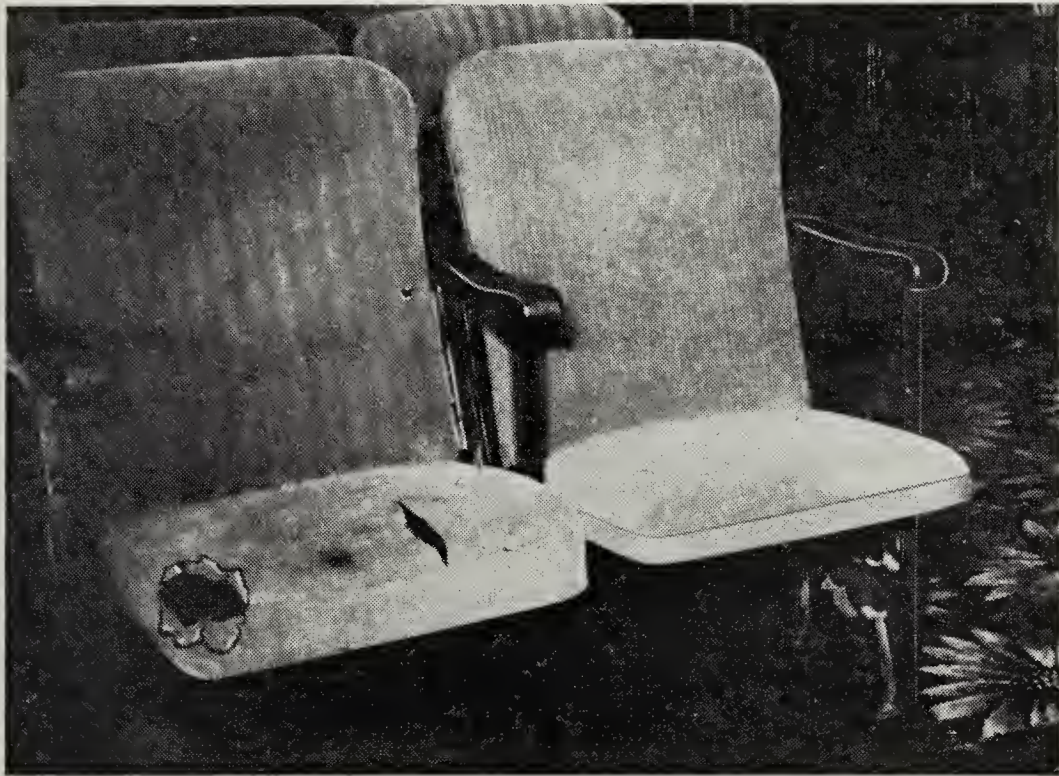
MANUFACTURED BY INTERNATIONAL PROJECTOR CORPORATION
DISTRIBUTED BY NATIONAL THEATRE SUPPLY
SUBSIDIARIES OF GENERAL PRECISION EQUIPMENT CORPORATION

**Insist on EPRAD
In-The-Car Speakers!**

EPRAD

1208 CHERRY STREET, TOLEDO 4, OHIO

All Steel Seat Bottom



BEFORE

AFTER

NEW YORK—An all steel theatre seat bottom is available from National Theatre Supply as a replacement for seats damaged from vandalism or rough wear. The cushion, called the “no-cut texsteel seat bottom,” is constructed of woven strands of alloy steel wire and is guaranteed indefinitely against cutting or burning.

Theatre owners who have been plagued with the problem of replacing seats damaged when vandals slash leather or fabric seats, can now combat this problem through the use of these rugged seat bottoms. Especially effective for replacing cushions in areas of the theatre generally occupied by destructive youths, the steel seats are priced competitively with other quality seat bottoms according to NTS. They are stocked in a variety of sizes to fit all standard brands of theatre seats.

For many years research was carried on to develop a chair cushion made out of a damage-proof material that would be as comfortable as regular upholstered cushions. The problem was apparently solved by the Zerbee Texteel Company, Bellefontaine, O., who worked out a method of weaving finely drawn strands of metal on specially constructed looms to form an actual fabric made of metal. By making the steel fabric in the shape of a cushion, it became springy and resilient. Because of its serviceability, the woven steel has been used for many years on summer furniture and on many types of vehicles. During the war, the Navy utilized it for furnishing ward rooms on ships.

In appearance, the Texteel seat bottoms look like finely woven cane bottom chair seats. They are given two coats of baked enamel finish. When installed they show no obvious variation from surrounding seats, and actually enhance the appearance of a seat row because they maintain a clean, new look, it is claimed.

Replacing a worn-out or damaged seat with Texteel can be accomplished in a few minutes and requires no special skills. The only tools needed are a screwdriver and a pair of pliers.

Using Leather

(Continued from page PT-10)

under constant movement and impact of weight.

Slow to heat: Upholstery leather heats very slowly even when directly exposed to high temperatures, thus giving greater comfort.

Will not become tacky: Surface will not soften no matter what the temperature. Because of this quality, dirt and grime will not enter the material.

Resistant to flexing damage: Rigorous flexing tests do not cause leather finish to crack.

Resistant to hard knocks: Leather will

withstand constant blows without surface cracks or dents.

Easy care: Today's leather scorns, and even shuns, waxes, polishes, and saddle soap or oils. It asks only a simple and fast date with a damp cloth and mild soap once in a while. Modern finishes keep leather's pores open, to breathe, and stay soft. In addition, these stain-resistant finishes laugh at such deteriorating and unsightly foreign elements as perspiration, alcohol, and even ink.

These are among the reasons that leather, a natural product, is a natural for theatre interiors.

National Carbon Names Three New Plant Managers

NEW YORK—Three new assignments have been made in the industrial products group of National Carbon Company, a division of Union Carbide and Carbon Corporation.

Robert J. Zavesky was named district works manager in charge of the National Carbon Company plant at Columbia, Tenn., and the new plant being constructed at Lawrenceburg, Tenn. He was formerly plant manager of the Fostoria, O., plant.

Carl E. Stollenmeyer succeeds Zavesky as plant manager at Fostoria. Stollenmeyer was previously plant manager of the Cleveland plant.

C. J. Parks was named plant manager at Cleveland.

More
Theatres Install Wagner
Attraction Panels and Letters
THAN ALL OTHER MAKES!

Write for free literature

WAGNER SIGN SERVICE INC
218 S. HOYNE AVE. CHICAGO 12, ILL.

Need DECORATION or REMODELING?

(2900 Theatres Do)

NOVELTY'S **NEW LOW COST**
DECORATING PLAN FOR LARGE
OR SMALL THEATRES MAKES
IT EASY TO **SPRUCE UP!**

- COMPLETE DECORATING
- DRAPERIES
- STAGE CURTAINS
- WALL COVERINGS
- CURTAIN TRACKS
and CONTROLS

Write Now for Free Estimate

NOVELTY SCENIC STUDIOS, Inc.

TRafalgar 6-0800

432 E. 91st STREET, NEW YORK 28, N. Y.
37th Year of Superior Theatre Decorating

NEW PRODUCTS

... that have theatre interest



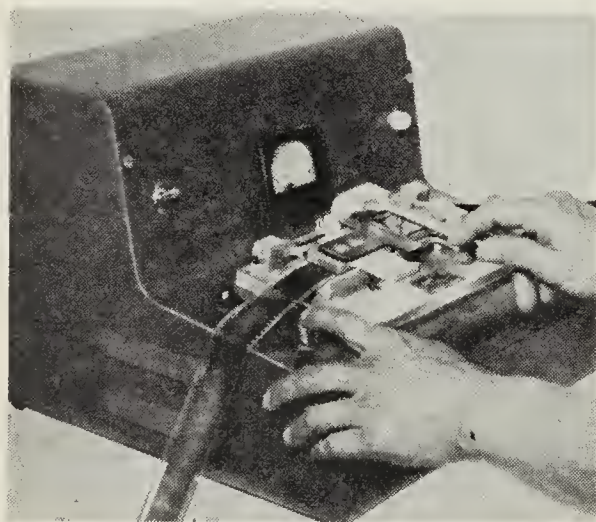
Electronic Splicer

The Neumade Products Corporation is marketing the Neumade Shepard Electronic film splicer, said to be the first basic change in film splicing technique in many years.

The unit is said to be the only splicer needed for all film work now in general use. It will handle 35mm., 16mm., 8mm., magnetic, acetate, and the recently developed DuPont base "Cronar" (R). CinemaScope and standard film can also be spliced all on this one machine, according to the manufacturer.

Using the dielectric heating principle to bond the ends into an amazingly strong splice, the new splicer is the result of the research to develop a method for splicing "Cronar," which cannot be satisfactorily joined by the use of any adhesive, or on conventional types of machines, it was said. The splices are permanent and no cement or solution is used. The unit is extremely fast and produces an overlap of .03 inches.

The splicer is in a baked enamel housing, and the operating parts are silver plated. The overall size is 15 by 15 by 11 inches and weighs 25 pounds.



Every type and size of film in general use can be spliced easily with this new electronic splicing machine. Splicer produces an .03 inch overlap.

Portable Projection Screen

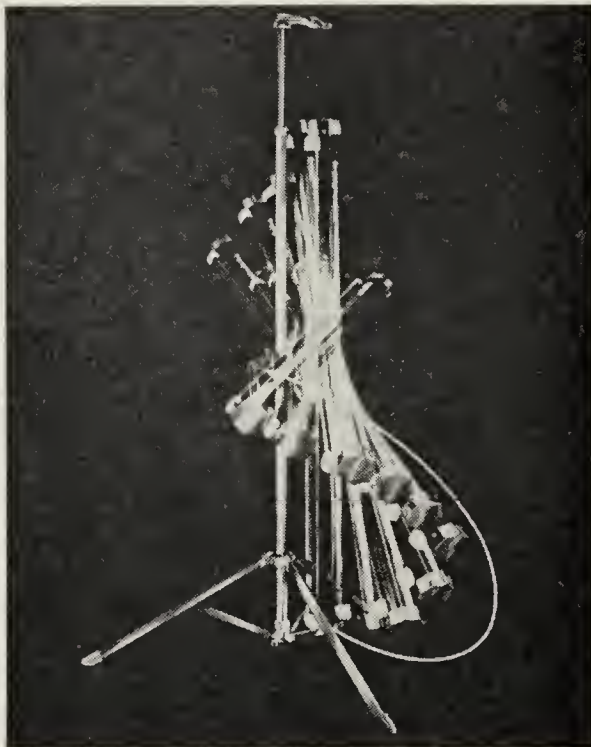
A deluxe portable projection screen is now being produced and sold by the Raytone Screen Corporation, marking the introduction of this veteran theatre screen manufacturer in the portable screen field.

Called the "Black Beauty," the screens are available in eight sizes, from 30 by 40 inches to 70 by 70 inches.

The most unique feature, according to Raytone, is a cam action swivel which automatically swings the case at an angle as it is placed in the horizontal position. This swivel permits the tripod legs to be placed exactly 120 degrees apart for maximum screen stability, it was claimed.

All metal parts are finished in buffed chrome, except the case and handle which are black enamel.

The screen is said to also feature a new slat bar which supports the fabric



One of the new features in the Raytone portable projection screen is the cam action swivel which automatically swings the case at a proper angle.

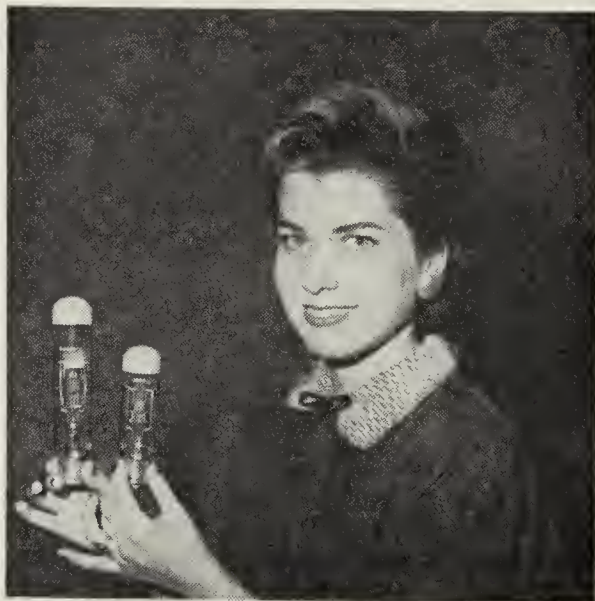
when the screen is in use. It is triangular in shape and when the screen is closed, the apex of the slat bar slides down into the case, sealing out dust and dirt.

The projection surface is made of vinyl fabric which is flameproof and mildew proof. It is available in beaded or white matte.

Projection Lamp

Brighter motion pictures may be obtained with existing equipment as a result of a new 1200 watt projection lamp which is interchangeable with present 1000 watt lamps, according to a recent announcement from the Westinghouse Electric Corporation.

According to Westinghouse engineers, tests have indicated 25 to 30 per cent more screen lumens with the new lamp due to improved optical fill and increased efficiency. Nearly two inches shorter than



This new 1200 watt lamp will fit projectors designed for 1000 watt lamps, and it is said to provide up to 30 per cent more screen brightness.

other 1200 watt lamps, the new light source has the same filament as 1000 watt lamps, making it one of the most compact filaments ever made.

Some of the advantages of this lamp are that it permits the use of wider screens in the 16mm. and 8mm. field, and makes it possible to project satisfactorily in areas that are not too dark.

Floor Machines

A new line of heavy duty Tornado floor machines, including 14, 16, and 18 inch brush sizes, was recently marketed by the Breuer Electric Manufacturing Company.

The Tornado Series 90 is powered with a heavy duty capacitor start motor that drives the planetary system of steel helical gears at a 10 to 1 reduction ratio. The brush operating at 172 r.p.m., starts easily under the heaviest loads for scrubbing, stripping, polishing, steel wooling, sanding, and terrazzo grinding, the manufacturer stated.

All machines are equipped with white vinyl bumpers at the edge of the housing covering the brush, and at the top of the motor housing to prevent scuffing and marring of furniture and equipment.

The 14 inch machine is powered with a one-third H.P. motor, the 16 inch machine is available with one-half or three-quarter H. P. motor, and 18 inch machines are powered with a three-quarter H.P. motor. All motors come wired for 115-volt, 60 cycle a.c. operation, but can be quickly adjusted for 230-volt, a.c. operation.



A new series of Tornado floor machines includes a wide variety of sizes and accessories that are better designed to make floor maintenance easier.

WANT FURTHER INFORMATION ON NEW PRODUCTS

SHOWN IN THIS ISSUE?

LIST ITEMS.....

.....
.....
.....
.....

ISSUE OF JANUARY 2

WITHOUT CHARGE OR OBLIGATION PLEASE SEND
ADDITIONAL INFORMATION ON ABOVE ITEMS.

NAME.....

THEATRE.....

ADDRESS.....

CITY, STATE.....

MOTION PICTURE EXHIBITOR
246-48 N. CLARION ST., PHILADELPHIA 7, PA.

Allied Artists

(1954-55 releases from 5501)
1955-56 Releases from 5601)

ATOMIC MAN, THE—MD—Gene Nelson, Faith Domergue, Joseph Tomelty—Okay programmer—78m.—see April 78 issue Page 4133—(Made in England). (5612)

BIG TIP OFF, THE—MD—Richard Conte, Constance Smith, Bruce Bennett—For the lower half—78m.—see Jan. 25 issue Page 4089. (5512)

BOBBY WARE IS MISSING—MD—Neville Brand, Arthur Franz, Jean Willes—Okay programmer for the dual-ers—66m.—see Jan. 25 issue Page 4089. (5532)

CALLING HOMICIDE—MD—Bill Elliott, Don Haggerty, Kathleen Case—Okay lower half meller—61m.—see Sept. 19 issue Page 4225. (5624)

CANYON RIVER—W—George Montgomery, Marcia Henderson, Peter Graves—Okay western—80m.—see Nov. 14 issue Page 4249—(CinemaScope)—(DeLuxe Color). (5620)

COME ON, THE—MD—Anne Baxter, Sterling Hayden—Programmer has angles—83m.—see April 18 issue Page 4133—Leg.: B. (5608)

CRASHING LAS VEGAS—C—Leo Gorcey, Huntz Hall, Mary Castle—Usual Bowery Boys nonsense for usual audience—62m.—see May 2 issue Page 4149. (5609)

CRIME IN THE STREETS—MD—James Whitmore, John Casavetes, Denise Alexander—Suspenseful story of delinquency and saualor needs selling—91m.—see May 2 issue Page 4149 (5614)

DEADLIEST SIN, THE—MD—Sidney Chaplin, Audrey Dalton, John Brentley—For the lower half—77m.—see March 21 issue Page 4121—(English-made). (5601)

DIG THAT URANIUM—C—Leo Gorcey, Bernard Gorcey, Huntz Hall—Better than average Bowery Boys entry—61m.—see Jan. 11 issue Page 4085. (5541)

FIGHTING TROUBLE—C—Huntz Hall, Stanley Clements, Adele Jergens—Lower half filler—60m.—see Dec. 26 issue Page 4265—Leg. of Decency B. (5623)

FIRST TEXAN, THE—OD—Jael McCrea, Felicia Farr, Jeff Morrow—Well made historical meller—82m.—see June 27 issue Page 4181—(Technicolor)—(CinemaScope). (5615)

FRIENDLY PERSUASION—D—Gary Cooper, Dorothy McGuire, Marjorie Main—Fine family entry—140m.—see Oct. 3 issue Page 4229—(Color by DeLuxe). (5657)

HOLD BACK THE NIGHT—MD—John Payne, Mona Freeman, Chuck Connors—Better than average programmer—80m.—see Sept. 5 issue Page 4213. (5621)

INDESTRUCTIBLE MAN, THE—MD—Lon Chaney, Casey Adams, Marion Carr—Horror meller for the lower half—70m.—see April 4 issue Page 4129—Leg.: B. (5613)

INVASION OF THE BODY SNATCHERS—SFD—Kevin McCarthy, Dana Wynter, King Donovan—Well made, suspenseful entry—80m.—see Jan. 25 issue Page 4089—Leg.: B—(Superscope). (5602)

KING OF THE CORAL SEA—MD—Chips Rafferty, Charles Tingwell—Good programmer—74m.—see April 18 issue Page 4133—(Australian-made). (5617)

MAGNIFICENT ROUGHNECKS—MD—Jack Carson, Mickey Rooney, Nancy Gates—Standard lower half entry—75m.—see June 13 issue Page 4173. (5616)

NAKED HILLS, THE—MD—David Wayne, Keenan Wynn, James Barton, Marcia Henderson—Off beat program meller—73m.—see Oct. 3 issue Page 4229—(Pathe-Co.or). (5605)

NAVY WIFE—C—Joan Bennett, Gary Merrill, Shirley Yamaguchi—Comedy has angles—83m.—see June 27 issue Page 4181. (5611)

NO PLACE TO HIDE—D—David Brian, Marsha Hunt, Hugh Corcoran—For the lower half—71m.—see July 25 issue Page 4189—(Color by DeLuxe)—(Made In The Philippines). (5603)

PARIS FOLLIES OF 1956—MU—Forrest Tucker, Margaret Whiting, Dick Wesson—Uneven programmer—73m.—see Jan. 11 issue Page 4085—Leg.: B—(Color by DeLuxe). (5534)

ROSE BOWL STORY THE—CD—Marshall Thompson, Vera Miles, James Dabson—Reissue has angles—75m.—see Dec. 12 issue Page 4261—(Color)—(Reissue). (5607)

SCREAMING EAGLES—MD—Tom Tryan, Jan Merlin—Well-made war meller—81m.—see Sept. 5 issue Page 4213. (5610)

STRANGE INTRUDER—MD—Edmund Purdon, Ida Lupina, Ann Hardina—Good adult post-war meller—82m.—see Nov. 28 issue Page 4257 (5619)

SUDDEN DANGER—MYMD—Bill Elliott, Tom Drake, Beverly Garland—Interesting programmer—65m.—see Jan. 11 issue Page 4085. (5540)

THREE FOR JAMIE DAWN—MD—Richard Carlson, Laraine Day, Ricardo Montalban—Names may help programmer—84m.—see June 27 issue Page 4181. (5618)

THUNDERSTORM—D—Linda Christian, Carlos Thompson, Charles Korvin—Heavy love drama for lower half—81m.—see Sept. 5 issue Page 4213—Leg.: B—(Made in Spain). (5604)

WICKED WIFE—MD—Nigel Patrick, Beatrice Campbell—For the lower half—75m.—see March 21 issue Page 4121—(English-made). (5606)

WORLD WITHOUT END—SFD—Hugh Marlowe, Nancy Gates, Nelson Leigh—Science fiction entry has angles—80m.—see April 18 issue Page 4133—(Technicolor)—(CinemaScope). (5607)

YAQUI DRUMS—W—Rod Cameron, Mary Castle, J. Carrol Naish—Fair lower half western—71m.—see Sept. 19 issue Page 4225. (5625)

YOUNG GUNS, THE—W—Russ Tamblyn, Gloria Talbott, Perry Lopez—Program western—84m.—see Nov. 14 issue Page 4249—Leg.: B. (5623)

TO BE REVIEWED OR IN PRODUCTION

ATTACK OF THE CRAB MONSTERS—Richard Garland, Pamela Duncan, Russell Johnson.

BLONDE SINNER—Diana Dors, Michael Craig, Yvonne Mitchell—Leg.: B—(English-made). (5635)

BRINGING UP JOEY—Huntz Hall, Stanley Clements, Jol Lansing, Bowery Boys.

CHAIN OF EVIDENCE—Bill Elliott, James Lydon, Claudia Barrett (5701)

CRUEL TOWER, THE—John Ericson, Marl Blanchard—Leg.: B. (5629)

MOTION PICTURE

EXHIBITOR

SERVICE SECTION

The Check-Up of all features and shorts for a 12-month period

Published weekly by Jay Emanuel Publications, Inc. Publishing office: 246-248 North Clarion Street, Philadelphia 7, Pennsylvania. New York: 229 West 42nd Street, New York, N. Y. Jay Emanuel, publisher; P. J. Greenhalgh, general manager; Al Erlick, editor; George Nonamaker, feature editor; Mel Konecok, New York editor; Max Cades, business manager. West Coast Representative: Paul Manning, 8141 Blackburn Avenue, Los Angeles 48, California.

SECTION 2
Vol. 57, No. 10

JANUARY 2, 1957

DAUGHTER OF DR. JEKYLL—John Aaar, Gloria Talbott.

DRAGOON WELLS MASSACRE—Barry Sullivan, Mona Freeman, Dennis O'Keefe, Katy Jurado—(Eastman Color)—(CinemaScope).

GUN FOR A TOWN—Dale Robertson, Brian Keith, Rossana Rory. (5702)

HIGH TERRACE—Dale Robertson, Lois Maxwell, Derek Bond.

HOLD THAT HYPNOTIST—Huntz Hall, Stanley Clements, Bowery Boys.

HOT SHOTS—Bowery Boys.

HUNCHBACK OF PARIS—Gina Lollobrigida, Anthony Quinn—(Made in France).

JEANNIE—Vera Ellen, Tony Martin—(Color)—(CinemaScope)—(Made in England).

LAST OF THE BADMEN—George Montgomery, Meg Randall, Keith Larsen—(Color)—(CinemaScope).

LOVE IN THE AFTERNOON—Audrey Hepburn, Gary Cooper, Maurice Chevalier—(Made in France).

NOT OF THIS EARTH—Paul Birch, Beverly Garland. (5704)

OKLAHOMAN, THE—Joel McCrea, Barbara Hale, Gloria Talbott—(Color)—(CinemaScope).

STRANGE INTRUDER—Edmund Purdon, Ida Lupina, Ann Hardina—82m. (5619)

RUNAWAY DAUGHTERS—D—Marla English, John Litel, Anna Sten—For the lower half—88m.—see Nov. 14 issue Page 4249.

SHAKE, RATTLE AND ROCK—DMU—Fats Domino, Liso Gaye, Touch Connors—Exploitable programmer—77m.—see Nov. 14 issue Page 4249.

SHE CREATURE, THE—SFD—Chester Morris, Marla English, Tom Conway—Lower half filler—77m.—see Oct. 31 issue Page 4245.

TO BE REVIEWED OR IN PRODUCTION

FLESH AND THE SPUR—John Agar, Marla English, Touch Connors—(Eastman Color).

NAKED PARADISE—Richard Denning, Beverly Garland—(PatheColor).

ROCK ALL NIGHT—Dick Miller and The Platters, Barboura Morris.

UNDEAD, THE—Richard Garland, Allison Hayes, Pamela Duncan.

UNDERWATER GIRL—Mara Corday, Pat Conway.

VOODOO WOMAN—Marla English, Tom Conway, Touch Connors.

Associated

BLONDE BAIT—MD—Beverly Michaels, Jim Davis, Joan Rice—Mediocre meller for the lower half—71m.—see April 18 issue Page 4134—(Made in England). (5506)

FRONTIER GAMBLER—W—John Bromfield, Coleen Gray, Kent Taylor—Fair lower half filler—70m.—see Sept. 5 issue Page 4214.

THREE OUTLAWS, THE—W—Neville Brand, Alan Hale, Bruce Bennett—Fair western for filler—74m.—see Aug. 22 issue Page 4205—(Superscope 235). (5503)

WILD DAKOTAS, THE—W—Bill Williams, Coleen Gray—Average western—73m.—see July 25 issue Page 4189.

Astor

DYNAMITERS, THE—MD—Wayne Morris, Patrick Holt, Sandra Darne—For the lower half—75m.—see May 30 issue Page 4165—(Made in England).

MEN OF SHERWOOD FOREST—MD—Dan Taylor, Realnald Beckwith, Eileen Moore—Programmer has kiddie appeal—77m.—see Sept. 5 issue Page 4214—(Eastman Color)—(English-made).

PASSPORT TO TREASON—MD—Rod Cameron, Lois Maxwell, Clifford Evans—Program filler—80m.—see May 30 issue Page 4165—(Made in England).

TO BE REVIEWED OR IN PRODUCTION

BLACK TIDE—John Ireland.

HOUR OF DECISION—Jeff Morrow.

UNINVITED, THE—Alex Nichol.

Buena Vista

(Walt Disney)

DAVY CROCKETT AND THE RIVER PIRATES—MD—Fess Parker, Buddy Ebsen, Jeff York—Okay adventure film will need plenty of push—81m.—see July 25 issue Page 4189—(Technicolor).

GREAT LOCOMOTIVE CHASE, THE—MD—Fess Parker, Jeffrey Hunter, Jeff York—Excellent action film will have to be sold—85m.—see May 30 issue Page 4165—(Technicolor)—(CinemaScope)—(Disney).

LITTLEST OUTLAW, THE—D—Pedro Armendariz, Joseph Calleja, Andres Velasquez—Good Disney live action entry—75m.—see Jan. 11 issue Page 4085—(Color by Technicolor)—(Made in Mexico).

SECRETS OF LIFE—ED—Walt Disney True-Life Adventure—Commendable educational effort, dubious entertainment subject—75m.—see Oct. 31 issue Page 4241—(Technicolor; one reel in CinemaScope).

SONG OF THE SOUTH—FAN—Ruth Warrick, Bobby Driscoll, James Baskett—Reissue should do okay—94½m.—see Jan. 11 issue Page 4086—(Technicolor)—(Buena Vista-Disney).

WESTWARD HO, THE WAGONS—WMU—Fess Parker, Kathleen Crowley, Jeff York—Attractive western especially for younger set—90m.—see Dec. 26 issue Page 4265—(CinemaScope)—(Technicolor)—(Disney).

TO BE REVIEWED OR IN PRODUCTION

IF ALL THE GUYS IN THE WORLD—Andre Valmy, Jean Gaven, Mimo Billi—(French-made).

American International

DAY THE WORLD ENDED—SFD—Richard Denning, Lori Nelson—Satisfactory programmer for exploitation spots—79m.—see Feb. 8 issue Page 4102—(Superscope).

FEMALE JUNGLE—MYMD—Lawrence Tierney, John Carradine, Jayne Mansfield—Okay for the lower half—68m.—see May 30 issue Page 4169.

GIRLS IN PRISON—MD—Richard Denning, Joan Taylor—For the lower half—87m.—see Aug. 8 issue Page 4201.

GUNSLINGER—W—John Ireland, Beverly Garland, Allison Hayes—Fair western—83m.—see Aug. 8 issue Page 4201—(Pathe Color).

HOT-ROD GIRL—AD—Lori Nelson, John Smith, Chuck Connors—Programmer has exploitation angles for some spots—75m.—see Aug. 8 issue Page 4201.

IT CONQUERED THE WORLD—SFD—Peter Graves, Beverly Garland—Fair lower half filler—71m.—see Oct. 31 issue Page 4245.

OKLAHOMA WOMAN, THE—W—Richard Denning, Peggie Castle, Tudor Owen—Fair western—71m.—see May 30 issue Page 4169—(Superscope).

PHANTOM FROM 10,000 LEAGUES—MD—Kent Taylor, Cathy Downs—Programmer for exploitation spots—80m.—see Feb. 8 issue Page 4103.

KEY

Leg. Is the symbol for the Catholic Legion of Decency ratings included in cases where the pictures are classified as either objectionable in part (B) or condemned (C). Films without a Legion of Decency rating are either found unobjectionable or unclassified by the Legion.

Abbreviations following titles indicate type of picture.

AD—Adventure drama
ACD—Action drama
BID—Biographical drama
BIDMU—Biographical drama with music
BUR—Burlesque
C—Comedy
CAR—Cartoon feature
CD—Comedy drama
CDMU—Comedy drama musical
CMU—Comedy musical
COMP—Compilation
COSMD—Costume melodrama
D—Drama
DMU—Dramatic musical
DOC—Documentary
ED—Educational feature
F—Farce
FAN—Fantasy
FANMU—Fantasy musical

HISD—Historical drama
MD—Melodrama
MUC—Musical comedy
MU—Musical
MUW—Musical western
MY—Mystery
MYC—Mystery comedy
MYD—Mystery drama
MYMD—Mystery melodrama
NOV—Novelty
OPC—Operatic comedy
OPD—Operatic drama
OD—Outdoor drama
OMD—Outdoor melodrama
ROMC—Romantic comedy
ROMCMU—Romantic comedy musical
ROMD—Romantic drama
SAT—Satire
SFD—Science fiction drama
TRAV—Travelogue
W—Western

YANG KWEI FEI-D—Japanese cast—For the art spots—92m.—see Oct. 31 issue Page 4241—(Eastman Color)—Japanese made)—(English titles).

Columbia

(1955-56 Releases from 801;
1956-57 Releases from 101)

AUTUMN LEAVES-ROMD—Joan Crawford, Cliff Robertson, Vera Miles—Highly interesting Crawford entry, especially for the femmes—108m.—see Sept. 5 issue Page 4149—Leg.: B. (104)

BATTLE STATIONS-ACD—John Lund, William Bendix, Keefe Brasselle—War entry shapes up as satisfactory programmer—81m.—see Feb. 8 issue Page 4097. (828)

BLACKJACK KETCHUM, DESPERADO-W—Howard Duff, Victor Jory, Maggie Mahoney—Western for the lower half—76m.—see May 2 issue Page 4150. (831)

CHA-CHA-CHA BOOM-MU—Perez Prado and Orchestra, Mary Kaye Trio—Pleasant programmer—72m.—see Oct. 3 issue Page 4229—Leg.: B. (114)

COCKLESHELL HEROES-MD—Jose Ferrer, Trevor Howard, Dora Bryan—Well-made entry of British Marines in action—97m.—see Feb. 22 issue Page 4109—(Color by Technicolor)—(English-made). (813)

DON'T-KNOCK THE ROCK-MU—Bill Haley and Comets, Alan Dale, Patricia Hardy—For the rock 'n' roll addicts or as filler for the lower half—80m.—see Dec. 26 issue Page 4265. (125)

EARTH VS. THE FLYING SAUCERS-SFD—Hugh Marlowe, Jean Taylor, Donald Curtis—Good programmer—83m.—see Sept. 5 issue Page 4173. (102)

EDDY DUCHIN STORY, THE-BIDMU—Tyrone Power, Kim Novak, James Whitmore—High rating entry—123m.—see Sept. 5 issue Page 4173—(Technicolor)—(CinemaScope). (101)

FULL OF LIFE-CD—Judy Holliday, Richard Conte, Salvatore Baccaloni—Highly enjoyable entertainment—91m.—see Dec. 26 issue Page 4265. (130)

FURY AT GUNSIGHT PASS—David Brian, Neville Brand, Lisa Davlis—Satisfactory western for program—68m.—see Jan. 25 issue Page 4089. (817)

GAMMA PEOPLE, THE-MD—Paul Douglas, Eva Bartok, Leslie Phillips—Mild impart for lower half—79m.—see Sept. 19 issue Page 4225—(Filmed in England).

HARDER THEY FALL, THE-D—Humphrey Bogart, Rod Steiger, Jan Sterling—Highly interesting expose of the fight racket—109m.—see April 4 issue Page 4129. (827)

HE LAUGHED LAST-CMU—Frankie Laine, Lucy Marlow, Anthony Dexter—Okay programmer—77m.—see Oct. 3 issue Page 4230—(Technicolor)—Leg.: B. (105)

HOT BLOOD-D—Jane Russell, Cornel Wilde, Luther Adler—Entry has angles as well as different yarn—85m.—see March 7 issue—Page 4117—Leg.: B—(Technicolor)—(CinemaScope). (834)

HOUSTON STORY, THE-MD—Gene Barry, Barbara Hale, Edward Arnold—Average programmer—79m.—see Jan. 11 issue—Page 4086—Leg.: B. (821)

JOE MACBETH-MD—Paul Douglas, Ruth Roman—Fair programmer may be helped by names—90m.—see Jan. 25 issue Page 4090—Leg.: B—(Made in England). (822)

JUBAL-OD—Glenn Ford, Ernest Borgnine, Valerie French—Powerful cast and story indicate strong boxoffice return—101m.—see April 4 issue Page 4129—(Technicolor)—(CinemaScope). (833)

LAST MAN TO HANG, THE-D—Tom Conway, Elizabeth Sellers, Freda Jackson—For the lower half—75m.—see Nov. 14 issue Page 4250—(English-made). (117)

LAST TEN DAYS, THE-D—Albin Skoda, Oscar Werner—Import has interest—113m.—see April 18 issue Page 4134—(Austrian-made)—(English titles).

MIAMI EXPOSE-MD—Lee J. Cobb, Patricia Medina, Edward Arnold—Average crime meller for the dualers—73m.—see Sept. 5 issue Page 4197. (106)

NIGHTFALL-MD—Aldo Ray, Brian Keith, Anne Bancroft—Suspenseful meller should be welcome addition to the program—78m.—see Dec. 12 issue Page 4261. (127)

1984-SFD—Edmond O'Brien, Michael Redgrave, Jan Sterling—Off-beat entry can go in art and specialty spots and many conventional situations—91m.—see Sept. 5 issue Page 4189—(Made in England). (110)

ODONGO-MD—Rhonda Fleming, Macdonald Carey, Juma—Pleasing programmer—85m.—see Oct. 3 issue Page 4230—(CinemaScope)—(Technicolor)—(Filmed in Africa). (109)

OVER-EXPOSED-D—Cleo Moore, Richard Crenna—Average programmer—80m.—see March 7 issue Page 4117. (835)

PAPA, MAMA, THE MAID, AND I-C—Robert Lamoureux, Gaby Morlay—One of the better French farces should do okay in art houses—94m.—see Oct. 31 issue Page 4241—(French-made)—(English titles and narration).

PORT AFRIQUE-MD—Pier Angeli, Phil Carey, Dennis Price—Locale helps program meller—92m.—see Sept. 19 issue Page 4225—(Technicolor)—(English-made)—(Filmed in Morocco).

REPRISAL-OMD—Guy Madison, Felicia Farr, Kathryn Grant—Interesting western meller—74m.—see Oct. 3 issue Page 4230—(Technicolor). (115)

RIDE THE HIGH IRON-D—Don Taylor, Sally Forrest, Raymond Burr—Lower half entry—74m.—see Dec. 12 issue Page 4261. (128)

ROCK AROUND THE CLOCK-MU—Bill Haley and His Comets, The Platters, Johnny Johnston—Entertaining programmer—77m.—see March 21 issue Page 4121. (838)

ROGUES OF SHERWOOD FOREST-ROAD—John Derek, Diana Lynn, George Macready—Reissue is okay adventure programmer—80m.—see Oct. 31 issue Page 4241. (1072)

SAFARI-MD—Victor Mature, Janet Leigh, John Justin—Highly entertaining entry—91m.—see May 2 issue Page 4150—(Technicolor)—(CinemaScope)—(Made in Africa). (839)

SECRET OF TREASURE MOUNTAIN-OD—Valerie French, Raymond Burr, William Prince—Routine lower half entry—68m.—see May 30 issue Page 4165. (832)

SEVENTH CAVALRY, THE-OMD—Randolph Scott, Barbara Hale, Jay C. Flippen—Okay outdoor meller—75m.—see Oct. 31 issue Page 4241—(Technicolor). (121)

SILENT WORLD, THE-DOC—Made by Jacques-Yves Cousteau and Louis Malle—High rating, beautifully photographed underwater documentary is an art house natural and has appeal for many regular situations—86m.—see Oct. 3 issue Page 4230—(Technicolor)—(French-made).

SOLID GOLD CADILLAC, THE—Judy Holliday, Paul Douglas, Fred Clark—High rating comedy—99m.—see Sept. 5 issue Page 4205. (112)

SPIN A DARK WEB-MD—Faith Domergue, Lee Patterson, Rona Anderson—Lower half filler—76m.—see Oct. 3 issue Page 4230—(English-made)—Leg.: B. (107)

STORM CENTER-D—Bette Davis, Brian Keith, Kim Hunter—Thought-provoking drama on controversial theme will fare best in metropolitan and special situations 85m.—see Sept. 5 issue Page 4197. (108)

STORM OVER THE NILE-COSMD—Anthony Steel, Laurence Harvey, Mary Ure—Colorful remake of "Four Feathers" will have to be sold—80m.—see May 30 issue Page 4166—(Technicolor)—(CinemaScope)—(English-made). (829)

SUICIDE MISSION-DOC—Leif Larsen—Lower half entry—70m.—see Nov. 14 issue Page 4250—(Filmed in Norway and the Shetland Islands). (123)

TEN TALL MEN-MD—Burt Lancaster, Jody Lawrence, Gilbert Roland—Reissue is good adventure yarn—97m.—see Oct. 31 issue Page 4242—(Technicolor). (119)

TO THE ENDS OF THE EARTH-MD—Dick Powell, Signe Hasso, Maylia—Reissue is high rating meller—108m.—see Oct. 31 issue Page 4242.

URANIUM BOOM-MD—Dennis Morgan, Patricia Medina, William Talman—Fair lower half entry—67m.—see March 7 issue—Page 4117. (837)

WEREWOLF, THE-MD—Steven Rytch, Don Megowan, Joyce Holden—Horror meller for program—83m.—see Sept. 5 issue Page 4174. (103)

WHITE SQUAW, THE-W—David Brian, May Wynne, William Bishop—For the lower half—75m.—see Oct. 31 issue Page 4242. (116)

YOU CAN'T RUN AWAY FROM IT-CMU—June Allyson, Jack Lemmon, Charles Bickford—Highly amusing comedy—95m.—see Oct. 17 issue Page 4237—Leg.: B—(CinemaScope)—(Technicolor).

ZARAK-AD—Victor Mature, Michael Wilding, Anita Ekberg—Colorful, action packed adventure should have wide appeal—99m.—see Dec. 26 issue Page 4266—(CinemaScope)—(Technicolor)—(Made in Morocco)—Leg. of Decency B. (126)

TO BE REVIEWED OR IN PRODUCTION

ADMIRABLE CRICHTON, THE—Kenneth More, Diane Cilento—(English-made).

BEYOND MOMBASA—Donna Read, Cornel Wilde, Leo Genn—(Technicolor)—(CinemaScope)—(Made in Africa).

BRIDGE ON THE RIVER KWAI, THE—William Holden, Alec Guinness—(Made in Ceylon).

BROTHERS RICO, THE—Richard Conte, Dianne Foster, James Darren.

END AS A MAN—Ben Gazzara, James Olsen.

FIRE DOWN BELOW—Rita Hayworth, Robert Mitchum, Jack Lemmon—(Color)—(CinemaScope)—(Made in Trinidad).

GARMENT JUNGLE, THE—Lee J. Cobb, Kerwin Mathews, Valerie French.

GOLDEN VIRGIN, THE—Joan Crawford, Rosanno Brazzi—(Made in England).

GUNS OF FORT PETTICOAT—Audie Murphy, Kathryn Grant.

HAUNTED, THE—Dana Andrews, Peggy Cummins—(English-made).

HELLCATS OF THE NAVY—Ronald Reagan, Nancy Davis, Arthur Franz.

LUCK IS A WOMAN—Jack Hawkins, Arlene Dahl, Dennis Price—(English-made).

MAN WHO TURNED TO STONE, THE—Victor Jory, Ann Doran.

MOST WANTED WOMAN, THE—Victor Mature, Anita Ekberg, Trevor Howard—(Technicolor)—(Made in Italy).

PHANTOM STAGECOACH, THE—William Bishop, Kathleen Crowley, Richard Webb.

RUMBLE ON THE DOCKS—James Darren, Jerry Janger—Leg.: B—82m.

SEVEN WAVES AWAY—Tyrone Power, Mai Zetterling, Lloyd Nolan—(Made in England).

SHADOW ON THE WINDOW, THE—Betty Garrett, Phil Carey, John Barrymore, Jr.

TALL RIDER, THE—Randolph Scott, Maureen O'Sullivan. 3:10 TO YUMA—Glenn Ford, Van Heflin, Leora Dana.

TOWN ON TRIAL—John Mills, Charles Coburn, Barbara Bates—(Made in England).

TWENTY MILLION MILES TO EARTH—William Hopper, Joan Taylor.

27TH DAY, THE—Valerie French, Gene Barry.

UTAH BLAINE—Rory Calhoun, Susan Cummings, Angela Stevens.

WICKED AS THEY COME—Arlene Dahl, Herbert Marshall—Leg.: B.

ZOMBIES OF MORA-TAU—Allison Hayes, Marjorie Eaton.

YOUNG DON'T CRY, THE—Sal Mineo, James Whitmore.

YOUNG REBELS, THE—Robert Vaughn, Dorothy Green.

Continental

ADORABLE CREATURES-C—Daniel Gelin—Amusing, exploitable import for the art spots—108m.—see Feb. 8 issue Page 4100—Leg.: C—(French-made)—(English titles).

LADY-KILLERS, THE-C—Alec Guinness, Cecil Parker—Highly amusing import—94m.—see March 21 issue Page 4124—(English-made).

SECRETS OF THE REEF-DOC—Photographed, directed and edited by Lloyd Ritter, Robert Young and Murray Lerner—Intriguing entry of life under water—72m.—see Oct. 31 issue Page 4245—(Eastman-color).

SHIP THAT DIED OF SHAME, THE-D—Richard Attenborough, George Baker, Virginia McKenna—Interesting entry—91m.—see Sept. 5 issue Page 4220—(English-made).

SNOW WAS BLACK, THE-D—Daniel Gelin, Marie Manhart, Valentina Tessier—Well-made off-beat entry for art spots—105m.—see Nov. 28 issue Page 4257—(French-made)—(English titles)—Leg.: C.

TO BE REVIEWED OR IN PRODUCTION
NOTEBOOKS OF MAJOR THOMPSON, THE—Jack Buchanan, Martine Carol, Noel-Noel—(Made in France).

DCA

(Distributors Corporation Of America)

JEDDA THE UNCIVILIZED-OD—Off beat, interesting entry for art and specialty spots—88m.—see July 11 issue Page 4185—Leg.: B—(Print by Eastman Color)—(Filmed in Australia).

PLEASE MURDER ME-MD—Angela Lansbury, Raymond Burr—Satisfactory programmer—78m.—see Feb. 22 issue Page 4109—Leg.: B.

PRIVATE'S PROGRESS-F—Richard Attenborough, Dennis Price—Highly amusing import—96m.—see Sept. 5 issue Page 4214—(English-made).

ROCK, ROCK, ROCK-MU—Tuesday Weld, Alan Freed, Frankie Lyman and Teen-Agers—Picture with the beat, okay dualler—83m.—see Dec. 26 issue Page 4266.

IFE

LEASE OF LIFE-D—Robert Donat, Kay Walsh, Adrienne Corri—Well-made, interesting entry—93m.—see Jan. 25 issue Page 4090—(Color by Eastman Color)—(English-made).

MADAME BUTTERFLY-OPD—Highly interesting entry for art and specialty spots—114m.—see June 13 issue Page 4174—(Technicolor)—(Italian-Japanese-made).

RETURN OF DON CAMILLO, THE-CD—Fernandel, Gino Cervi—Sequel is amusing—115m.—see May 2 issue Page 4155—(Italian-made)—(English titles).

Lippert

GLASS TOMB, THE-MYMD—John Ireland, Honor Blackman—Interesting entry for the lower half—59m.—see Feb. 22 issue Page 4109—(English-made). (5409)

LIFE WITH THE LYONS-C—Richard Lyons, Barbara Lyons—Lower half filler—78m.—see May 30 issue Page 4166—(English-made).

Metro

(1955-56 Releases from 602)

ANNIE GET YOUR GUN-MUC—Betty Hutton, Howard Keel, Louis Calhern—Reissue has names to sell—107m.—see May 16 issue Page 4157—(Technicolor). (632)

BHOWAN! JUNCTION-D—Ava Gardner, Stewart Granger, Bill Travers—High-rating study of conflict in India—110m.—see May 16 issue Page 4157—(Eastman Color)—(CinemaScope)—(Made in Pakistan). (631)

BOOM TOWN-MD—Clark Gable, Spencer Tracy, Claudette Colbert—Reissue has the names and excitement—120m.—see Oct. 31 issue Page 4242. (704)

CATERED AFFAIR, THE-D—Bette Davis, Ernest Borgnine, Debbie Reynolds—Highly interesting drama—93m.—see May 16 issue Page 4157. (633)

FASTEST GUN ALIVE, THE-OD—Glenn Ford, Jeanne Crain, Broderick Crawford—Interesting offbeat western has names to help—89m.—see June 27 issue Page 4181. (634)

FORBIDDEN PLANET-SFD—Walter Pidgeon, Anne Francis, Leslie Nielsen—Well-made science fiction entry should appeal to fans of the fantastic—98m.—see March 21 issue Page 4121—(Eastman Color)—(CinemaScope). (625)

FOREVER DARLING-CD—Lucille Ball, Desi Anaz, James Mason, Louis Calhern—Names should help—91m.—see Feb. 8 issue Page 4097—(Eastman Color)—(Print by Technicolor). (620)

GABY-ROMD—Leslie Caron, John Kerr, Sir Cedric Hardwicke—World War II love story will appeal most to the women—97m.—see April 4 issue Page 4130—(Eastman Color)—(Print by Technicolor)—(CinemaScope). (627)

GREAT AMERICAN PASTIME, THE-CD—Tom Ewell, Anne Francis, Ann Miller—Fairly amusing entry—89m.—see Nov. 28 issue Page 4257. (710)

HIGH SOCIETY-CMU—Frank Sinatra, Grace Kelly, Bing Crosby—High rating amusement—107m.—see July 25 issue Page 4190—(Leg.: B—(Color by Technicolor)—(VistaVision). (637)

INVITATION TO THE DANCE-NOV—Igor Youskevitch, Gene Kelly, Tamara Toumanova, Carol Haney—Novelty is well-suited for art and specialty spots—93m.—see May 16 issue Page 4158—(Technicolor).

JULIE-MD—Doris Day, Louis Jourdan, Barry Sullivan—Good, suspense-filled entry—97m.—see Oct. 17 issue Page 4237. (709)

LAST HUNT, THE-OD—Robert Taylor, Stewart Granger, Lloyd Nolan, Debra Paget—Rugged outdoor drama has the names and can be sold—108m.—see Feb. 22 issue Page 4110—Leg.: B—(Eastman Color)—(CinemaScope). (621)

LUST FOR LIFE-BIOD—Kirk Douglas, Anthony Quinn, Pamela Brown—Well-made entry for art, specialty and some class spots—122m.—see Sept. 19 issue Page 4226—(CinemaScope)—(MetroColor). (701)

MARIE ANTOINETTE-COSD—Norma Shearer, Tyrone Power, John Barrymore—Reissue should have value as museum piece—149m.—see Nov. 14 issue Page 4250. (708)

MEET ME IN LAS VEGAS-MUC—Dan Dailey, Cyd Charisse, Agnes Moorehead—High rating musical—112m.—see Feb. 8 issue Page 4097—Leg.: B—(Eastman Color)—(CinemaScope). (622)

GREEN BUDDHA, THE—MD—Wayne Morris, Mary Germaine, Marcia Ashton—Far the lower half—61m.—see Dec. 14 issue Page 4071—(English-made). (5439)

HIDDEN GUNS—W—Bruce Bennett, Richard Arlen, John Carradine—Fair western—66m.—see March 21 issue Page 4122. (5534)

JAGUAR—MD—Sabu, Chiquita, Barton MacLaine—Average dualler—66m.—see April 18 issue Page 4135. (5531)

LISBON—MD—Ray Milland, Maureen O'Hara, Claude Rains—Entertaining meller—90m.—see Aug. 8 issue Page 4198—Leg.: B—(Tricolor)—(Naturama)—(Filmed in Portugal). (5512)

MAGIC FIRE—DMU—Yvonne De Carlo, Rita Gam, Valentina Cortese, Alan Badel—For class and art spats—94m.—see May 2 issue Page 4150—(Tricolor). (5503)

MAVERICK QUEEN, THE—OMD—Barbara Stanwyck, Barry Sullivan, Scott Brady—New process helps okay western—92m.—see May 2 issue Page 4151—(Tricolor)—(Naturama). (5509)

SCANDAL, INC.—MD—Robert Hutton, Patricia Wright, Paul Richards—Topical program meller can be exploited—79m.—see Nov. 28 issue Page 4258. (5514)

STRANGE ADVENTURE, A—MD—Jaen Evans, Ben Cooper, Marla English—Far the lower half—70m.—see Oct. 31 issue Page 4243—Leg.: B. (5537)

STRANGER AT MY DOOR—OD—Macdonald Carey, Patricia Medina, Skip Homeier—Interesting outdoor drama has action and offbeat appeal—87m.—see April 18 issue Page 4135. (5507)

TERROR AT MIDNIGHT—MD—Scott Brady, Joan Vohs, Frank Faylen—Routine programmer—70m.—see May 16 issue Page 4158. (5536)

THUNDER OVER ARIZONA—W—Skip Homeier, Kristine Miller—Okay supporting feature—75m.—see Sept. 5 issue Page 4216—(Tricolor)—(Naturama). (5511)

TRACK THE MAN DOWN—MD—Kent Taylor, Petula Clark, Renee Houston—Okay dualler—75m.—see June 13 issue Page 4174—(English-made). (5533)

WHEN GANGLAND STRIKES—MD—Roymond Greenleaf, Marije Millar, John Hudson—For the lower half—70m.—see March 7 issue Page 4118. (5535)

WOMAN'S DEVOTION, A—D—Ralph Meeker, Janice Rule, Paul Henreid—For the program—98m.—see Dec. 12 issue Page 4262—(Tricolor)—(Filmed in Mexico). (5602)

ZANZIBUKU—DOC—Interesting documentary on African wildlife—64m.—see May 16 issue Page 4159—(Tricolor)—(Filmed in Africa). (5508)

TO BE REVIEWED OR IN PRODUCTION

ABOVE US THE WAVES—John Mills, John Gregson, Donald Sinden—(Rank)—92m. (5601)

ACCUSED OF MURDER—Dovid Brian, Vera Ralston, Sydney Blackmer—(Tricolor)—(Naturama)—74m. (5603)

AFFAIR IN RENO—John Lund, Doris Singleton, John Archer—(Naturama).

CONGRESS DANCES, THE—Rudolf Prack, Johanna Matz—(Tricolor)—(CinemaScope).

DUEL AT APACHE WELLS—Anna Mario Alberghetti, Ben Cooper—(Naturama).

HELL'S CROSSROADS—Stephen McNally, Peggie Castle—(Naturama).

IN OLD VIENNA—Heinz Riettinger, Robert Killick—(Tricolor)—(German-made).

MAN IS ARMED, THE—Dane Clark, May Wynn, William Tolman—70m. (5538)

SPOILERS OF THE FOREST—Rod Cameron, Vera Ralston—(Naturama)—(Tricolor).

TEARS FOR SIMON—David Farrar, David Knight, Julia Arnall—(Tricolor).

Trans-Lux

DANCE LITTLE LADY—DMU—Terence Morgan, Mal Zetterling—Imparted ballet drama is slow going, even for art spots—87m.—see Feb. 8 issue Page 4100—(Eastman Color)—(English-made)—(Minter).

LA STRADA—D—Anthony Quinn, Richard Basehart, Guilietta Masina—One of the better Italian imports—115m.—see Aug. 22 issue Page 4206—Leg.: B—(Italian-made)—(English titles).

LOVERS AND LOLLIPOPS—ROMD—Lort March, Gerald O'Loughlin, Cathy Dunn—Far the art and specialty spots or for the program—80m.—see May 2 issue Page 4155.

TO BE REVIEWED OR IN PRODUCTION

BED OF GRASS—Anna Brazzou—(Made in Greece).

DANGER FLIGHT 931—Dany Robin, Dieter Barsche, Simone Renant—(Darvey).

20th Century-Fox

(1955 releases from 501,
1956 releases from 601)

ABDULLAH'S HAREM—D—Gregory Ratoff, Kay Kendall, Sydney Chaplin—Off-beat entry for program—88m.—Leg.: B—(Technicolor)—(Made in Egypt)—see June 27 issue Page 4182. (613)

ANASTASIA—D—Ingrid Bergman, Yul Brynner, Helen Hoyer—Brilliantly enacted, beautifully mounted filmization of stage play—105m.—see Dec. 26 issue Page 4267—(Color by DeLuxe)—(CinemaScope)—(Made in Europe). (627)

BAREFOOT BATTALION—D—Maria Costl, Nicos Femas—Realistic offering may appeal to art or Greek spots—63m.—see July 25 issue Page 4190—(Greek-made)—(English titles). (617)

BEST THINGS IN LIFE ARE FREE, THE—MU—Gordon MacRoe, Dan Doiley, Sheree North—Highly entertaining musical—104m.—see Oct. 3 issue Page 4234—(CinemaScope)—(Color by DeLuxe). (625)

BETWEEN HEAVEN AND HELL—MD—Robert Wagner, Terry Moore, Broderick Crawford—Interesting war entry—94m.—see Oct. 17 issue Page 4238—(CinemaScope)—(Color by DeLuxe).

BIGGER THAN LIFE—D—James Mason, Barbara Rush, Walter Matthau—Exploitable drama—95m.—see Aug. 8 issue Page 4198—(Color by DeLuxe)—(CinemaScope). (620)

BLACK WHIP, THE—W—Rugh Marlowe, Coleen Gray, Paul Richards—Adult, off-beat western—77m.—see Dec. 26 issue Page 4267—Leg.: B—(Regalscope). (628)

BOTTOM OF THE BOTTLE, THE—MD—Van Johnson, Joseph Cotton, Ruth Roman—Names will have to carry sermon against drink—88m.—see Feb. 8 issue Page 4098—(Color by DeLuxe)—(CinemaScope). (602)

BUFFALO BILL—ACD—Joel McCrea, Maureen O'Hara, Linda Darnell—High rating reissue—92m.—see July 25 issue Page 4190. (662)

BUS STOP—C—Marilyn Monroe, Don Murray, Arthur O'Connell—Highly entertaining comedy is loaded with laughs, name value, and headed for top grosses—95m.—see Aug. 22 issue Page 4206—Leg.: B—(Color by DeLuxe)—(CinemaScope). (618)

CAROUSEL—MU—Gordon MacRae, Shirley Jones, Cameron Mitchell—High rating entertainment—128m.—see March 7 issue Page 4118—(Color by DeLuxe)—(CinemaScope) 55). (604)

CRASH DIVE—MD—Tyronne Power, Anne Baxter, Dana Andrews—Sock service show reissue—105m.—see Aug. 8 issue Page 4198. (665)

D-DAY THE SIXTH OF JUNE—D—Robert Taylor, Richard Todd, Dana Wynter—Excellent love story with war background—106m.—see June 13 issue Page 4175—Leg.: B—(Color by DeLuxe)—(CinemaScope). (612)

DESPERADOS ARE IN TOWN, THE—W—Robert Arthur, Kathy Nolan, Rhys Williams—Okay western—73m.—see Nov. 28 issue Page 4258—(Regalscope). (626)

HALLS OF MONTEZUMA—AD—Richard Widmark, Jack Palance, Reginald Gardner—Better war film reissue—112m.—see Aug. 8 issue Page 4198. (664)

HILDA CRANE—D—Jean Simmons, Guy Madison, Jean Pierre Aumont, Judith Evelyn—Depends upon women's draw—87m.—see May 16 issue Page 4159—Leg.: B—(Technicolor)—(CinemaScope). (611)

KING AND I, THE—DMU—Deborah Kerr, Yul Brynner, Rita Moreno—Superlative screen treatment of hit musical—133m.—see July 11 issue Page 4186—(Color by DeLuxe)—(CinemaScope-55). (615)

LAST WAGON, THE—Richard Widmark, Felicia Farr, Susan Kohner—High rating adventure drama—99m.—see Sept. 5 issue Page 4216—(Color by DeLuxe)—(CinemaScope). (619)

LIEUTENANT WORE SKIRTS, THE—C—Tom Ewell, Sheree North, Rita Moreno—Highly amusing comedy—99m.—see Jan. 11 issue Page 4086—Leg.: B—(Color by DeLuxe)—(CinemaScope). (601)

LOVE ME TENDER—OMDMU—Richard Egan, Debra Paget, Elvis Presley—Presley name should make this a box-office winner—89m.—see Nov. 28 issue Page 4258—(CinemaScope)—Leg.: B. (624)

MAN IN THE GRAY FLANNEL SUIT, THE—D—Gregory Peck, Jennifer Jones, Fredric March, Marisa Pavan—High rating entry—152m.—see April 4 issue Page 4130—(Color by DeLuxe)—(CinemaScope). (606)

MAN WHO NEVER WAS, THE—MU—Clifton Webb, Gloria Grahame, Robert Fleming—Highly interesting suspense drama—103m.—see Feb. 22 issue Page 4111—(Color by DeLuxe)—(CinemaScope). (630)

MASSACRE—MD—Dane Clark, James Craig, Marta Roth—Lower half filler—76m.—see June 13 issue Page 4175—(Ansoa Color)—(Made in Mexico). (614)

MOHAWK—MD—Scott Brady, Rita Gam, Neville Brand—Okay programmer—79m.—see April 4 issue Page 4131—(Eastman Color). (609)

OKLAHOMA!—MU—Gordon MacRae, Shirley Jones, Gene Nelson—High rating entertainment—140m.—see Nov. 14 issue Page 4251—(Technicolor)—(CinemaScope)—(Magna). (630)

ON THE THRESHOLD OF SPACE—ACD—Guy Madison, Virginia Leith, John Hodiak—Authentic space research entry has angles to sell—96m.—see March 7 issue Page 4118—(Color by DeLuxe)—(CinemaScope). (605)

PROUD ONES, THE—OD—Robert Ryan, Virginia Maya, Jeffrey Hunter—Well-made outdoor show packs plenty for action fans and western devotees—94m.—see May 30 issue Page 4167—(Color by DeLuxe)—(CinemaScope). (610)

QUEEN OF BABYLON, THE—COSMD—Rhonda Fleming, Ricardo Montalban, Raldano Lupi—Import for exploitation and specialty spots—98m.—see Aug. 8 issue Page 4198—Leg.: B—(Technicolor)—(Italian-made)—(English dialogue). (616)

RAWHIDE—W—Tyronne Power, Susan Hayward, Hugh Marlowe—Reissue of well-made outdoor show has names to help—86m.—see July 25 issue Page 4191. (663)

REBECCA—D—Laurence Olivier, Joan Fontaine, George Sanders, Judith Anderson—Hitchcock version of mystery best-seller should do okay as reissue—129m.—see Sept. 5 issue Page 4216—(Selznick).

REVOLT OF MAMIE STOVER, THE—ROMD—Jane Russell, Richard Egan, Agnes Moorehead—Colorful drama has provocative theme and exploitable angles—92m.—see May 16 issue Page 4159—Leg.: B—(Color by DeLuxe)—(CinemaScope). (608)

STAGECOACH TO FURY—W—Forrest Tucker, Mari Blanchard, Wallace Ford—Good western for the duallers—76m.—see Oct. 17 issue Page 4238—(Regalscope).

TEENAGE REBEL—D—Ginger Rogers, Michael Rennie, Mildred Natwick—Interesting mother-daughter story should have family appeal—94m.—see Nov. 14 issue Page 4251—(CinemaScope)—Leg.: B. (622)

THIRD MAN, THE—MYMD—Joseph Cotten, Valli, Orson Welles—Reissue is excellent film of its type—104m.—see Oct. 31 issue Page 4243. (667)

23 PACES TO BAKER STREET—MYD—Van Johnson, Vera Miles, Cecil Parker—Good suspense entry should benefit from extra selling—103m.—see May 30 issue Page 4167—(Color by DeLuxe)—(CinemaScope)—(Made in England). (607)

WOMEN OF PITCAIRN ISLAND, THE—AD—James Craig, Lynn Bari, Arleen Whelan—Exploitable programmer—72m.—see Dec. 26 issue Page 4267—(Regalscope). (631)

TO BE REVIEWED OR IN PRODUCTION

BOY ON A DOLPHIN—Clifton Webb, Alan Ladd, Sophia Loren—(Color)—(CinemaScope 55)—(Made in Italy).

GIRL CAN'T HELP IT, THE—Tom Ewell, Jayne Mansfield, CinemaScope)—(Color by DeLuxe)—Leg.: B. (629)

HEAVEN KNOWS MR. ALLISON—Deborah Kerr, Robert Mitchum—(Color by DeLuxe)—(CinemaScope)—(Made in British West Indies).

ISLAND IN THE SUN—James Mason, Joan Fontaine, Dorothy Dandridge—(CinemaScope)—(DeLuxe Color)—(Made in England).

MAN FROM ABILENE—Scott Brady, Mala Powers, Bill Williams.

OASIS—Michele Morgan, Cornell Borchers—(CinemaScope)—(Made in Europe)—84m.

OH, MENI OH, WOMENI—Dan Dailey, Ginger Rogers, David Niven—(CinemaScope)—(DeLuxe Color).

QUIET GUN, THE—Forrest Tucker, Mara Corday.

RIVER'S EDGE, THE—Ray Milland, Anthony Quinn, Debra Paget—(CinemaScope)—(Deluxe Color).

SEAWIFE—Richard Burton, Joan Collins—(Color)—(CinemaScope)—(Made in Jamaica).

SHE DEVIL, THE—Mari Blanchard, Jack Kelly, Albert Dekker.

THREE BRAVE MEN—Ray Milland, Ernest Borgnine, Diane Jergens—(CinemaScope).

TRUE STORY OF JESSE JAMES, THE—Robert Wagner, Jeffrey Hunter, Hope Lange—(Color)—(CinemaScope).

United Artists

ALEXANDER THE GREAT—BID—Richard Burton, Fredric March, Claire Bloom—Lavish spectacle has angles—141m.—see April 4 issue Page 4131—(Technicolor)—(CinemaScope)—(Rosen).

AMBASSADOR'S DAUGHTER, THE—C—Olivia de Havilland, John Forsythe, Myrna Loy, Adolph Menjou—Suave farce for the class spots—102m.—see July 25 issue Page 4191—(Technicolor)—(CinemaScope)—(Made in France)—(Krasna).

AROUND THE WORLD IN 80 DAYS—CMFD—David Niven, Cantinflas, Robert Newton, Shirley MacLaine—Fabulous entertainment—173m.—see Oct. 31 issue Page 4243—(Eastman Color; print by Technicolor)—(Todd-A-O).

ATTACK—D—Jack Palance, Eddie Albert, William Smithers—Powerful war film should stimulate favorable word of mouth and turnstile activity—107m.—see Sept. 5 issue Page 4217—(Aldrich).

BANDIDO—MD—Robert Mitchum, Ursula Thiess, Gilbert Roland, Zachary Scott—Large scale action film of Mexican revolution—92m.—see Aug. 22 issue Page 4206—Leg.: B—(Color by DeLuxe)—(CinemaScope)—(Made in Mexico)—(Jacks).

BEAST OF HOLLOW MOUNTAIN, THE—MD—Guy Madison, Patricia Medina, Eduardo Noriega—Outdoor offering lends itself to exploitation—79m.—see Aug. 22 issue Page 4206—(Color by DeLuxe)—(CinemaScope)—(Made in Mexico)—(Nassour).

BLACK SLEEP, THE—MD—Basil Rothbone, Akim Tamiroff, Lon Choney—Horror entry has exploitation possibilities—81m.—see June 13 issue Page 4175—(Bel-Air).

BOSS, THE—MD—John Payne, William Bishop, Gloria McGhee—Interesting program entry—89m.—see Sept. 5 issue Page 4217—(Seltzer).

BRASS LEGEND, THE—W—Hugh O'Brien, Nancy Gates, Raymond Burr—For the lower half—79m.—see Dec. 12 issue Page 4262—(Goldstein).

BROKEN STAR, THE—W—Howard Duff, Lita Baron, Bill Williams—Okay western for program—82m.—see Feb. 22 issue Page 4112—(Bel-Air).

COMANCHE—OD—Dana Andrews, Kent Smith, Linda Cristal—Indian-cavalry saga will please action fans—88m.—see March 21 issue Page 4122—(Color by DeLuxe)—(CinemaScope)—(Krueger).

CREeping UNKNOWN, THE—SFD—Brian Donlevy, Margia Dean, Jack Warner—Lower half entry—78m.—see June 27 issue Page 4182—(English-made)—(Hinds).

CRIME AGAINST JOE—MYMD—John Bromfield, Julie London—Satisfactory mystery for the lower half—69m.—see March 21 issue Page 4123—(Bel Air).

DANCE WITH ME—HENRY—C—Lou Costello, Bud Abbott, Gigi Perreau—Mediocre Abbott and Costello entry for the duallers—79m.—see Dec. 26 issue Page 4270—(Goldstein).

EMERGENCY HOSPITAL—D—Margaret Lindsay, Walter Reed, Byron Palmer—Effective programmer—62m.—see April 18 issue Page 4135—(Bel-Air).

FLIGHT TO HONG KONG—MD—Rory Calhoun, Barbara Rush, Dolores Danlon—For the lower half—88m.—see Oct. 3 issue Page 4234—Leg.: B—(Sabre).

FOREIGN INTRIGUE—ACD—Robert Mitchum, Genevieve Page—Well made action entry has good boxoffice potential—100m.—see May 16 issue Page 4168—(Eastman Color)—(Made in Europe)—(DRM).

GUN BROTHERS—MD—Buster Crabbe, Ann Robinson, Neville Brand—Western meller for the lower half—79m.—see Sept. 5 issue Page 4217—(Grant).

GUN THE MAN DOWN—W—James Arness, Angie Dickinson, Robert Wilke—For the lower half—78m.—see Nov. 28 issue Page 4258—(Morrison-McLaglen).

HIGH NOON—W—Gary Cooper, Thamas Mitchell, Grace Kelly—Names will help reissue—87m.—see June 13 issue Page 4175—(Kramer).

HOT CARS—MD—John Bromfield, Joi Lansing, Mark Dana—Lower half filler—60m.—see Aug. 22 issue Page 4206—Leg.: B—(Bel-Air).

HUKI—MD—George Montgomery, Mona Freeman, John Baer—Okay action film—84m.—see Aug. 8 issue Page 4199—(Eastman Color)—(Made in the Philippines)—(Callier Young).

JOHNNY CONCHO—OD—Frank Sinatra, Keenan Wynn, Phyllis Kirk—Off-beat western should benefit from Sinatra name—84m.—see July 11 issue Page 4186—(Kent).

KILLER IS LOOSE, THE—MD—Joseph Cotten, Rhonda Fleming, Wendell Corey—Good programmer has names to help—73m.—see Feb. 8 issue Page 4099—(Crown).

KILLING, THE—MD—Sterling Hayden, Coleen Gray, Marle Winsor—Tightly constructed crime story has interesting documentary flavor—83m.—see May 30 issue Page 4168—Leg.: B—(Harris-Kubrick).

KING AND FOUR QUEENS, THE—OD—Clark Gable, Eleanor Parker, Jo Van Fleet—Western has names to draw but suffers from lack of action—86m.—see Dec. 26 issue Page 4270—(CinemaScope)—(Color by Deluxe)—(Russ-Field-Gabco).

KISS BEFORE DYING, A—MD—Robert Wagner, Jeffrey Hunter, Virginia Leith—Melodrama has shack value for adult audiences—94m.—see June 13 issue Page 4175—Leg.: B—(Color by Deluxe)—(CinemaScope)—(Crown).

LET'S MAKE UP—MU—Errol Flynn, Anna Neagle, David Farrar—Confused musical romance may benefit from Flynn name—72m.—see Jan. 25 issue Page 4091—(Eastman Color)—(English-made)—(Wilcox).

MAN FROM DEL RIO—W—Anthony Quinn, Katy Jurado, Peter Whitney—Well conceived western should please wide variety of patrons—82m.—see Oct. 17 issue—Page 4239—(Jacks).

MANFISH—MD—John Bromfield, Lon Chaney, Jr., Victor Jory—Fair lower half entry—76m.—see Feb. 22 issue Page 4112—(Leg.: B—(Color by Deluxe)—(Wilder)).

NIGHTMARE—MYMD—Edward G. Robinson, Kevin McCorthy, Connie Russell—Satisfactory program entry—89m.—see May 30 issue Page 4168—Leg.: B—(Pine-Thomas).

PATTERNS—D—Van Heflin, Everett Sloane, Ed Begley, Beatrice Straight—Absorbing drama of corporate intrigue will appeal most to class audiences—83m.—see March 21 issue Page 4123—(Harris-Meyerberg).

PEACEMAKER, THE—W—James Mitchell, Rosemarie Bowe, Jan Merlin—Religious western for dualers, small towns—81m.—see Nov. 14 issue Page 4251—(Makelim).

QUINCANNON, FRONTIER SCOUT—OMD—Tony Martin, Peggie Castle, John Bromfield—Average programmer has some angles—83m.—see May 2 issue Page 4151—(Color by Deluxe)—(Bel-Air).

REBEL IN TOWN—OD—John Payne, Ruth Roman, J. Carroll Naish—Okay off-beat entry for the program—78m.—see July 11 issue Page 4186—(Bel-Air).

RUN FOR THE SUN—MD—Richard Widmark, Trevor Howard, Jane Greer—Program meller—98m.—see Aug. 8 issue Page 4199—(Technicolor)—(Superscope 235)—(Made in Mexico)—(Russ-Field).

RUNNING TARGET—OD—Doris Dowling, Arthur Franz, Richard Reeves—For the lower half—83m.—see Nov. 28 issue Page 4259—(Deluxe Color)—(Canyon).

SHADOW OF FEAR—D—Mona Freeman, Jean Kent, Maxwell Reed—Okay programmer—76m.—see June 13 issue Page 4176—(English-made)—(Leeds).

SHARKFIGHTERS, THE—D—Victor Mature, Karen Steele, Philip Coolidge—Okay programmer holds interest—73m.—see Oct. 31 issue Page 4244—(CinemaScope; Technicolor)—(Samuel Goldwyn, Jr.).

SINS OF THE BORGHIAS—HISD—Martine Carol, Pedro Armendariz—Best suited for exploitation spots—97m.—see May 16 issue Page 4160—Leg.: C—(Technicolor)—(Frenchmade)—(Dubbed in English)—(Aldart).

STAR OF INDIA—COSMD—Cornel Wilde, Jean Wallace—Fair programmer has same angles—84m.—see May 16 issue Page 4159—(Technicolor)—(Made in Europe)—(Stross).

THREE BAD SISTERS—D—Marla English, Kathleen Hughes, Sara Shane, John Bromfield—For the lower half—76m.—see Jan. 25 issue Page 4091—Leg.: B—(Bel-Air).

TIMETABLE—MD—Mark Stevens, Felicia Farr, King Calder—Well made, interesting meller—82m.—see Feb. 8 issue Page 4099—(Stevens).

TOMAHAWK TRAIL—OD—Chuck Connors, John Smith, Susan Cummings—Lower half filler—60m.—see Dec. 26 issue Page 4270—(Bel-Air).

TRAPEZE—D—Burt Lancaster, Gina Lollobrigida, Tony Curtis—High Rating entry—105m.—see May 30 issue Page 4168—Leg.: B—(Color by Deluxe)—(CinemaScope)—(Made in Europe)—(Hecht-Lancaster).

UNIDENTIFIED FLYING OBJECTS—DOC—Interesting and exploitable documentary—92m.—see May 16 issue Page 4160—(Black and white with some color sequences)—(Greene).

WILD PARTY, THE—D—Anthony Quinn, Carol Ohmart, Arthur Franz—Off-beat entry for art, specialty and exploitation houses—81m.—see Dec. 12 issue Page 4263—Leg.: B—(Security).

TO BE REVIEWED OR IN PRODUCTION

BACHELOR PARTY, THE—Don Murray, E. G. Marshall, Carolyn Jones—(Hecht-Lancaster).

BIG BOODLE, THE—Errol Flynn, Rosanna Rory—(Made in Cuba)—(Blumberg).

BIG CAPER, THE—Rory Calhoun, Mory Costo—(Pine-Thomas).

BUCKSKIN LADY, THE—Patricia Medina, Richard Denning, Gerald Mohr—(Bishop-Hittleman).

CRIME OF PASSION—Barbara Stanwyck, Sterling Hayden—(Goldstein).

DRANGO—Jeff Chandler, Joanne Dru—(Earlmar).

ENEMY FROM SPACE—Brian Donlevy, Sidney James, John Longden—(Hinds).

FIVE STEPS TO DANGER—Ruth Roman, Sterling Hayden—(Grand).

FOUR BOYS AND A GUN—William Hinnont, Diano Herbert—(Security)—Leg.: B.

FUZZY PINK NIGHTGOWN, THE—Jane Russell, Keenan Wynn, Roy Danton—(Russ-Field).

GIRL IN THE BLACK STOCKINGS, THE—Lex Barker, Anne Bancroft, Mamie Van Doren—(Bel-Air).

HALLIDAY BRAND, THE—Joseph Cotten, Viveca Linfors, Betsy Blair—(Collier Young).

HIDDEN FEAR—John Payne, Conrad Nagel, Natalie Norwick—(Made in Denmark)—(St. Aubrey-Kohn).

HIS FATHER'S GUN—Dane Clark, Ben Cooper, Lori Nelson—(Bel-Air).

IRON SHERIFF, THE—Sterling Hayden, Darryl Hickman, Peter Miller—(Grand).

JUNGLE HEAT—Lex Barker, Mori Blanchard—(Made in Hawaii)—(Bel-Air).

LADY OF VENGEANCE—Dennis O'Keefe—(Balaban)—(English-made).

MARK OF THE VAMPIRE—John Beal, Coleen Gray, Lydia Reed—(Gromerby).

MEN IN WAR—Robert Ryan, Aldo Ray—(Security).

MONSTER THAT CHALLENGED THE WORLD, THE—Tim Holt, Audrey Dalton, Hans Conreid—(Levy-Gardner-Laven).

MONTE CARLO STORY, THE—Morlene Dietrich, Vittorio De Sica, Arthur O'Connell—(Technicolor)—(Anamorphoscope)—(Made in Monaco)—(Titanus).

PHARAOH'S CURSE—Mark Dana, Zivo Shopir, Diane Brewster—(Bel Air).

PISTOLERO—Jack Palance—(Philip Waxman).

PRIDE AND THE PASSION, THE—Cary Grant, Frank Sinatra, Sophia Loren—(Technicolor)—(VistaVision)—(Made in Spain)—(Kramer).

REVOLT AT FORT LARAMIE—John Dehner, Frances Helm, Gregg Palmer—(CinemaScope)—(Technicolor)—(Bel-Air).

RIDE BACK, THE—Anthony Quinn, Lita Milan—(Associates & Aldrich).

SAVAGE PRINCESS—Dilip Kumar, Nimmi—(Indian-made)—(Print by Technicolor)—(Mehboob).

SPRING REUNION—Dana Andrews, Betty Hutton—(Bryna).

STREET OF SINNERS—George Montgomery, Geraldine Brooks—(Security).

SWEET SMELL OF SUCCESS, THE—Burt Lancaster, Tony Curtis, Susan Harrison—(Hecht-Hill-Lancaster).

TIGER BY THE TAIL—Larry Parks, Constance Smith—(Canyon).

TO A SHOWDOWN—John Derek, John Smith, Carolyn Craig—(Goldstein).

TROOPER HOOK—Joel McCrea, Barbara Stanwyck—(Fielding).

12 ANGRY MEN—Henry Fonda, Lee J. Cobb—(Orion-Nova).

VOODOO ISLAND—Boris Karloff, Beverly Tyler, Murvyn Vye—(Bel-Air)—(Made in Hawaii).

WAR DRUMS—Lex Barker, Joan Tyler, Ben Johnson—(Color)—(Bel Air).

Universal-International

(1954-55 releases from 501;
1955-56 releases from 5601;
1956-57 releases from 5701)

AWAY ALL BOATS—MD—Jeff Chandler, George Nader, Julie Adams, Lex Barker—Bestseller filmization should hit the spot—114m.—see May 16 issue Page 4160—(Technicolor)—(VistaVision). (5626)

BACKLASH—OD—Richard Widmark, Donna Reed, William Campbell—Names will help outdoor drama—82m.—see March 7 issue Page 4119—(Technicolor). (5616)

BATTLE HYMN—BIOD—Rock Hudson, Anna Kashfi, Dan Duryea, Martha Hyer—Well made entry should have wide appeal—108m.—see Dec. 26 issue Page 4270—(CinemaScope)—(Technicolor). (5712)

BEHIND THE HIGH WALL—MD—Tom Tully, Sylvia Sydney, Betty Lynn—Different prison yarn for program—85m.—see June 13 issue Page 4176. (5629)

CONGO CROSSING—MD—Virginia Mayo, George Nader, Peter Lorre—Actionful programmer—85m.—see June 13 issue Page 4176—(Technicolor). (5623)

CREATURE WALKS AMONG US, THE—MD—Jeff Morrow, Rex Reason, Leigh Snowden—Okay addition to the series—78m.—see March 21 issue Page 4123. (5617)

CURUCU, BEAST OF THE AMAZON—MD—John Bromfield, Beverly Garland, Tom Payne—Exploitation programmer—76m.—see Nov. 14 issue Page 4251—(Eastman Color)—(Filmed in Brazil)—Leg.: B. (5703)

DAY OF FURY, A—W—Dale Robertson, Mara Corday, Jock Mahoney—Fair western—78m.—see May 2 issue Page 4151—(Print by Technicolor). (5619)

EDGE OF HELL—D—Hugo Haas, Francesca De Scaffa—For the lower half at the art and specialty spots—78m.—see July 25 issue Page 4191. (5633)

EVERYTHING BUT THE TRUTH—C—Maureen O'Hara, John Forsythe, Tim Hovey—Pleasant family divertimento—83m.—see Nov. 14 issue Page 4251—(Eastman Color). (5704)

FOUR GIRLS IN TOWN—CD—George Nader, Julie Adams, Marianne Cook—Interesting programmer—85m.—see Dec. 12 issue Page 4263—(Technicolor)—(CinemaScope)—Leg.: B. (5706)

FRANCIS IN THE HAUNTED HOUSE—C—Mickey Rooney, Virginia Welles, Paul Cavanagh—Okay series entry—80m.—see July 25 issue Page 4191. (5625)

GREAT MAN, THE—D—Jose Ferrer, Dean Jagger, Julie London—Highly interesting drama—92m.—see Nov. 28 issue Page 4259. (5708)

GUN FOR A COWARD—OD—Fred MacMurray, Jeffrey Hunter, Janice Rule—Satisfactory western should please outdoor fans—88m.—see Dec. 26 issue Page 4271—(CinemaScope)—(Eastman Color). (5711)

I'VE LIVED BEFORE—D—Jock Mahoney, Leigh Snowden, Ann Harding—For the lower half—82m.—see July 25 issue Page 4191. (5632)

KANSAS RAIDERS—W—Audie Murphy, Brian Donlevy, Marguerite Chapman—Reissue of outdoor action show should do okay—80m.—see May 16 issue Page 4160—(Technicolor). (5688)

KETTLES IN THE OZARKS, THE—C—Marjorie Main, Arthur Hunnicutt, Una Merkel—Latest series offering will please fans—81m.—see March 7 issue Page 4119. (5615)

KILLERS, THE—MD—Burt Lancaster, Ava Gardner, Edmond O'Brien—Reissue has the angles—101m.—see Sept. 19 issue Page 4227. (5781)

LARCENY—MD—John Payne, Joan Caulfield, Dan Duryea, Shelley Winters—Good meller reissue—89m.—see July 25 issue Page 4192. (5685)

LIGHT TOUCH, THE—See Touch and Go

MOLE PEOPLE, THE—SFMD—John Agar, Cynthia Patrick, Hugh Beaumont—Exploitation programmer—78m.—see Nov. 14 issue Page 4252. (5702)

NEVER SAY GOODBYE—ROMD—Rock Hudson, Cornell Borchers, George Sanders—Will find favor with the femmes—86m.—see Feb. 22 issue Page 4112—(Print by Technicolor). (5613)

OUTSIDE THE LAW—MD—Rory Danton, Leigh Snowden, Grant Williams—Okay programmer—80m.—see April 18 issue Page 4136. (5621)

PILLARS OF THE SKY—MD—Jeff Chandler, Dorothy Malone, Ward Bond—Cavalry versus Indians has angles and possibilities—95m.—see Aug. 8 issue Page 4199—(Print by Technicolor)—(CinemaScope). (5630)

PRICE OF FEAR, THE—MD—Merle Oberon, Lex Barker—Average meller—79m.—see March 21 issue Page 4123. (5618)

RAW EDGE—W—Rory Calhoun, Yvonne de Carlo, Mara Corday, Rex Reason—Okay western—76m.—see July 25 issue Page 4192—Leg.: B—(Print by Technicolor). (5628)

RAWHIDE YEARS, THE—OMD—Tony Curtis, Coleen Miller, Arthur Kennedy—Action entry entertains—85m.—see May 30 issue Page 4169—(Print by Technicolor). (5622)

RED SUNDOWN—W—Rory Calhoun, Martha Hyer, Dean Jagger—Good western—81m.—see Feb. 22 issue—Page 4112—(Print by Technicolor). (5614)

ROCK, PRETTY BABY—DMU—Sal Mineo, John Saron, Luana Patten—Juveniles should be real "gane" on this one—89m.—see Nov. 28 issue Page 4259—Leg.: B. (5707)

SHAKEDOWN—MD—Howard Duff, Brian Donlevy, Peggy Dow—Meller reissue has names to help—80m.—see July 25 issue Page 4192. (5686)

SHOWDOWN AT ABILENE—W—Jock Mahoney, Martha Hyer, Lyle Bettger—Good western—80m.—see Aug. 22 issue Page 4206—Leg.: B—(Print by Technicolor). (5631)

SIMON AND LAURA—C—Peter Finch, Kay Kendall—For the art and specialty spots and some programs—91m.—see July 11 issue Page 4186—Leg.: B—(Color by Technicolor)—(VistaVision)—(English-made). (5682)

SLEEPING CITY, THE—MD—Richard Conte, Colleen Gray, Richard Taber—Reissue is good meller—84m.—see Sept. 19 issue Page 4227. (5782)

STAR IN THE DUST—W—John Agar, Mamie VanDoren, Richard Boone—Good western—80m.—see May 16 issue Page 4160—(Print by Technicolor). (5620)

TAP ROOTS—D—Van Heflin, Susan Hayward, Boris Karloff—Names should help reissue—109m.—see May 16 issue Page 4161—(Technicolor). (5687)

TARANTULA—MD—John Agar, Mara Corday, Leo G. Carroll—Good horror exploitation item—80m.—see Nov. 16 issue Page 4063. (5605)

THERE'S ALWAYS TOMORROW—D—Barbara Stanwyck, Fred MacMurray, Joan Bennett—Drama has names, angles to help—84m.—see Jan. 25 issue Page 4091. (5610)

TOUCH AND GO (The Light Touch)—CD—Jack Hawkins, Margaret Johnston—Superior import—85m.—see April 18 issue Page 4136—(English-made). (5681)

TOY TIGER—C—Jeff Chandler, Lorraine Day, Tim Hovey—Amusing comedy for family trade—88m.—see May 2 issue Page 4151—(Print by Technicolor). (5624)

UNGUARDED MOMENT, THE—D—Esther Williams, George Nader, Edward Andrews—Interesting suspense drama—95m.—see Sept. 5 issue Page 4217—(Print by Technicolor). (5701)

WALK THE PROUD LAND—W—Audie Murphy, Anne Bancroft, Pat Crowley—Interesting entry—88m.—see July 25 issue Page 4192—(Print by Technicolor)—(CinemaScope). (5627)

WORLD IN MY CORNER—D—Audie Murphy, Barbara Rush, Jeff Morrow—Satisfactory fight drama should please action fans—82m.—see Feb. 8 issue Page 4099. (5612)

WRITTEN ON THE WIND—D—Rock Hudson, Lauren Bacall, Robert Stack—Entry for adults has lots of selling angles—99m.—see Oct. 3 issue Page 4234—(Technicolor). (5705)

TO BE REVIEWED OR IN PRODUCTION

DEADLY MANTIS, THE—Craig Stevens, Alix Talton.

EYES OF FATHER TOMASINO—Tony Curtis, Gilbert Roland—Marisa Pavan—(CinemaScope).

INCREDIBLE SHRINKING MAN—Grant Williams, Randy Stuart. (5715)

INTERLUDE—Jane Allyson, Rossano Brazzi—(CinemaScope)—(Technicolor)—(Made in Germany).

ISTANBUL—Errol Flynn, Cornell Borchers—(Technicolor)—(CinemaScope). (5709)

JOE BUTTERFLY—Audie Murphy, George Nader, Burgess Meredith, Keenan Wynn—(Technicolor)—(CinemaScope)—(Made in Japan).

JOE DAKOTA—Jock Mahoney, Luana Patten—(Color).

KELLY AND ME—Van Johnson, Piper Laurie—(Technicolor)—(CinemaScope). (5714)

LAND UNKNOWN, THE—Jock Mahoney, Shawn Smith—(CinemaScope).

MAN AFRAID—George Nader, Tim Hovey, Phyllis Thaxter—(CinemaScope).

MAN OF A THOUSAND FACES, THE—James Cagney, Dorothy Malone, Jane Greer—(CinemaScope).

MISTER CORY—Tony Curtis, Martha Hyer—(Eastman Color)—(CinemaScope). (5713)

NIGHT PASSAGE—James Stewart, Audie Murphy, Dan Duryea, Dianne Foster—(Technirama).

NIGHT RUNNER, THE—Rory Danton, Colleen Miller, Merry Anders. (5710)

PAY THE DEVIL—Jeff Chandler, Orson Welles, Colleen Miller—(CinemaScope).

QUANTEZ—Fred MacMurray, Dorothy Malone—(Technicolor)—(CinemaScope).

TAMMY—Debbie Reynolds, Leslie Nielsen—(Technicolor)—(CinemaScope).

TATTERED DRESS, THE—Jeff Chandler, Jeanne Crain, Jack Carson, Elaine Stewart—(CinemaScope). (5716)

Warners

(1955-56 releases from 501;
1956-57 releases from 601)

AMAZON TRADER, THE—OD—John Sutton, Marla Fernanda—Interesting addition to the program—41m.—see Sept. 5 issue Page 4220—(WarnerColor). (4910)

ANIMAL WORLD, THE—DOC—Irwin Allen nature documentary—Interesting novelty—82m.—see April 18 issue Page 4136—(Technicolor). (520)

AS LONG AS YOU'RE NEAR ME—D—O. W. Fischer, Maria Schell, Brigitte Horney—Slow moving import will appeal most to women—101m.—see June 27 issue Page 4182—(German-made)—(Dubbed in English). (519)

BABY DOLL—CD—Karl Malden, Carroll Baker, Eli Wallach—Off-beat adult drama is best for sophisticated metropolitan spots—114m.—see Dec. 12 issue Page 4263—Leg.: C. (607)

BAD SEED, THE—D—Nancy Kelly, Patty McCormack, Henry Jones—Superior off-beat drama for discriminating audiences—129m.—see Sept. 5 issue Page 4199. (603)

BURNING HILLS, THE—W—Tab Hunter, Natalie Wood, Skip Homeier—Good outdoor action meller—92m.—see Sept. 5 issue Page 4200—(WarnerColor)—(Cinemascope). (601)

CRY IN THE NIGHT, A—MD—Edmond O'Brien, Brian Donlevy, Natalie Wood—Average meller for the duallers 75m.—see Sept. 5 issue Page 4220 (602)

DALLAS—W—Gary Cooper, Ruth Roman, Steve Cochran—Good western reissue—94m.—see May 30 issue Page 4169. (522)

DISTANT DRUMS—MD—Gary Cooper, Mari Aldon—Reissue should do okay—101m.—see May 30 issue—Page 4169. (523)

GIANT—D—Elizabeth Taylor, Rock Hudson, James Dean—This is a giant of a picture—198m.—see Oct. 17 issue Page 4239—(WarnerColor). (606)

GIRL HE LEFT BEHIND, THE—CD—Tab Hunter, Natalie Wood, Jessie Royce Landis—Highly amusing entry—103m.—see Nov. 14 issue Page 4252—Leg.: B. (605)

GOODBYE, MY LADY—Walter Brennan, Phil Harris, Brandon de Wilde—Hartwarming tales for the family trade—95m.—see May 2 issue Page 4152. (517)

LIFE OF EMILE ZOLA, THE—D—Paul Muni, Gale Sondergaard, Joseph Schildkraut—Names should help class reissue—116m.—see Jan. 11 issue Page 4087. (550)

LONE RANGER, THE—W—Clayton Moore, Jay Silverheels, Bonita Granville—Well-made action entry has angles—86m.—see Jan. 11 issue Page 4087—(WarnerColor). (511)

MIRACLE IN THE RAIN—D—Jane Wyman, Van Johnson, Peggie Castle—Heart touching drama for femmes—107m.—see Feb. 8 issue Page 4099. (512)

MOBY DICK—D—Gregory Peck, Richard Basehart, Leo Genn—Filmization of famous literary work is impressive and has great potential—116m.—see July 11 issue Page 4187—(Color by Technicolor)—(Made in England). (521)

OUR MISS BROOKS—C—Eve Arden, Gale Gordon—Mediocre screen treatment of TV series—85m.—see Feb. 22 issue Page 4112. (515)

RIVER CHANGES, THE—MD—Rosanna Rory, Harald Maresch—Off-beat import for art spots or regulation playoff—91m.—see Feb. 22 issue Page 4113—(Made in Germany)—(Dubbed in English). (513)

SANTIAGO—AD—Alan Ladd, Rosanna Podesta, Lloyd Nolan—Action spots should welcome new Ladd entry—93m.—see June 27 issue Page 4182—(WarnerColor). (524)

SATELLITE IN THE SKY—SFD—Kieron Moore, Lois Maxwell, Donald Wolfitt—Science-fiction entry has angles—85m.—see June 27 issue Page 4182—(WarnerColor)—(Cinemascope). (525)

SEARCHERS, THE—OD—John Wayne, Jeffrey Hunter, Vera Miles—Okay, big-scale western—119m.—see March 21 issue Page 4124—(Technicolor)—(VistaVision). (518)

SERENADE—DMU—Mario Lanza, Joan Fontaine, Vincent Price—High class musical drama should click in all spots—122m.—see March 21 issue Page 4123—(WarnerColor). (516)

SEVEN MEN FROM NOW—W—Randolph Scott, Gail Russell, Lee Marvin—Good western for program—78m.—see July 25 issue Page 4192—(WarnerColor). (526)

STEEL JUNGLE, THE—MD—Perry Lopez, Beverly Garland, Walter Abel—Okay prison action film for duallers—86m.—see March 7 issue Page 4119. (514)

TOWARD THE UNKNOWN—AD—William Holden, Lloyd Nolan, Virginia Leith—Well made and timely offering should register strongly at boxoffice—115m.—see Oct. 3 issue Page 4234—(WarnerColor). (604)

TO BE REVIEWED OR IN PRODUCTION

BLACK SCORPION—Richard Denning, Mara Corday—(Mexican-made).

BUFFALO GRASS—Alan Ladd, Virginia Mayo, Edmond O'Brien—(WarnerColor).

FACE IN THE CROWD, A—Andy Griffith, Patricia Neal.

LAFAYETTE ESCADRILLE—Tab Hunter, Etchika Choureau, J. Carroll Naish.

MELVILLE GOODWIN, U. S. A.—Susan Hayward, Kirk Douglas, Paul Stewart.

OLD MAN AND THE SEA, THE—Spencer Tracy—(Warner Color)—(Cinemascope)—(Made in Cuba).

PAJAMA GAME, THE—Doris Day, John Raitt, Carol Haney—(WarnerColor).

SHOOT OUT AT MEDICINE BEND—Randolph Scott, James Craig, Dani Crayne.

SLEEPING PRINCE, THE—Marilyn Monroe, Laurence Olivier, Dame Sybil Thorndyke—(Technicolor)—(Made in England).

SPIRIT OF ST. LOUIS, THE—James Stewart—(Warner Color)—(Cinemascope).

STORY OF MANKIND, THE—Ronald Colman, Hedy LaMarr, Charles Coburn.

TOP SECRET AFFAIR—Susan Hayward, Kirk Douglas, Paul Stewart.

WRONG MAN, THE—Henry Fonda, Vera Miles—105m. (608)

Miscellaneous

(Distributors' addresses will be furnished on request)

BAGDAD AFTER MIDNIGHT—BUR—For exploitation, burlesque spots—60m.—see Oct. 31 issue Page 4245—(Sonney).

FORBIDDEN CARGO—MD—Satisfactory programmer—83m.—see June 13 issue Page 4176—(Jacon).

HIS EXCELLENCY—D—Eric Portman, Cecil Parker—Okay drama for the art houses—84m.—see Feb. 22 issue Page 4113—(Brenner).

IS YOUR HONEYMOON REALLY NECESSARY—C—Diana Dors—Pleasing bedroom farce—70m.—see Oct. 31 issue Page 4244—(English-made)—(Brenner).

KID FOR TWO FARTHING, A—D—Diana Dors—Good entry for art spots—91m.—see May 16 issue Page 4161—(Technicolor)—(Lopert).

RICHARD III—D—Sir Laurence Olivier, Sir John Gielgud, Claire Bloom, Sir Ralph Richardson, Sir Cedric Hardwicke—High rating entry for art and specialty spots—155m.—see March 21 issue Page 4124—(Technicolor)—(VistaVision)—(Lopert).

THEY WHO DARE—MD—Dirk Bogarde, Akim Tamiroff—Interesting war entry—101m.—see Jan. 25 issue Page 4092—(Technicolor)—(Famous).

BRIDE OF THE MONSTER—MD—Bela Lugosi—Mediocre lower half filler—67m.—see Feb. 8 issue Page 4102—(Realart).

CODE OF THE UNDERWORLD—MD—John Heath, Neil Hamilton, Esther Minciotti—Mediocre lower half filler—68m.—see April 18 issue Page 4137—(M. C. Pictures).

CROWDED PARADISE—D—Hume Cronyn, Nancy Kelly—Well-made drama—94m.—see July 25 issue Page 4194—(Filmed in Puerto Rico)—(Tudor).

DANCE HALL RACKET—MD—Produced by George Weiss; directed by Phil Tucker—For the lower half of indiscriminating exploitation spots—62m.—see Oct. 3 issue Page 4235—(Weiss).

DEMENTIA—MD—Adrienne Barrett, Bruno Ve Sota—Exploitation entry, suited for particular situations only—55m.—see Jan. 25 issue Page 4092—(Van Wolf-API).

FLESH MERCHANT, THE—MD—Fast buck stuff for exploitation spots—59m.—see Sept. 19 issue Page 4227—(Sonney).

GODZILLA, KING OF THE MONSTERS—MD—Raymond Burr—Good exploitation item—80m.—see May 16 issue Page 4161—(Partly Japanese-made)—(English narration and dialogue)—(Embassy).

ISLAND OF ALLAH—DOC—Interesting documentary-type drama—61m.—see July 25 issue Page 4194—(Color)—(Filmed in Arabia)—(Brenner).

KENTUCKY RIFLE—W—Chill Wills, Lance Fuller, Cathy Downs—Average western has angles—82m.—see Aug. 8 issue Page 4201—(Pathe Color)—(Wide Screen)—(Howco).

LIVING NORTH, THE—DOC—Fine documentary drama for audiences of all ages—74m.—see Feb. 8 issue Page 4102—(Made in Lapland)—(Arlan).

LOVE ME MADLY—CNOV—Marilyn Waltz, Lynn Craig—“Fast buck” compilation—60m.—see Dec. 26 issue Page 4271—(Partly in color)—(McCarthy).

MOBS, INC.—MD—Reed Hadley, Marjorie Reynolds—Routine programmer—78½m.—see March 21 issue Page 4125—(Premier).

OKLAHOMA!—MU—Gordon MacRae, Shirley Jones, Charlotte Greenwood—High rating entertainment—143m.—see Oct. 19 issue Page 4051—Leg.: B—(Eastman Color)—(Todd-AO)—(Magna-Todd-AO).

SILENT FEAR—D—Andrea King—Lower half entry—66m.—see Feb. 8 issue Page 4103—(Gibraltar).

SPELL OF THE HYPNOTIST—MD—Eric Fleming, Nancy Malone—Lower half programmer has exploitation angles—78m.—see Sept. 5 issue Page 4221—(Exploitation Productions).

SWAMP WOMEN—MD—Marie Windsor, Touch Connors, Beverly Garland—Strictly for the exploitation spots—72m.—see April 18 issue Page 4137—(Pathe Color)—(Wide Vision)—(Woolner).

UNTAMED MISTRESS—NOV—Lower half exploitation subject—70m.—see Oct. 31 issue Page 4245—(Color)—(Ron Armond Ent.).

VIOLENT YEARS, THE—MD—Jean Moorehead, Barbara Weeks, Glen Corbett—Lower half fare for exploitation spots—61m.—see Oct. 17 issue Page 4239—(Phoenix).

WALK THE DARK STREET—MD—Chuck Connors, Don Ross, Regina Gleason—Routine lower half entry—74m.—see Oct. 31 issue Page 4245—(Dominant).

WETBACKS—MD—Lloyd Bridges, Nancy Gates, Barton MacLane—Bottom half entry—88m.—see Oct. 31 issue Page 4246—(Color)—(Gibraltar).

WIRETAPPER—MD—Bill Williams—Programmer has better angles for some spots—80m.—see Feb. 8 issue Page 4103—(Embassy).

English Films

(Distributors' addresses will be furnished on request)

ANGEL WHO PAWNED HER HARP, THE—FAN—Felix Aylmer, Diane Cilento—Entertaining entry—73m.—see Feb. 8 issue Page 4100—(Dominant).

BLACK RIDER, THE—MD—Lower half filler—66m.—see June 13 issue Page 4176—(National Telefilm).

FIRE MAIDENS OF OUTER SPACE—SFD—Anthony Dexter, Susan Shaw, Paul Carpenter—For lower half of exploitation spots only—68m.—see June 27 issue Page 4183—(English-made)—(Saturn).

Foreign-Made

(Distributors' addresses will be furnished on request)

ALONE IN THE STREETS—D—Exploitable quality entry for the art spots—80m.—see Feb. 8 issue Page 4100—(Italian-made)—(English titles)—(Carroll).

BORIS GODUNOV—OPD—Operatic import for art and specialty houses—108m.—see Feb. 22 issue Page 4113—(Magicolor)—(Russian-made)—(English titles)—(Artkino).

BULLFIGHT—COMP—Exciting documentary for art and specialty spots—75m.—see Aug. 8 issue Page 4200—(Janus).

CONFLICT—D—Programmer for art spots where Russian films are used—95m.—see Feb. 8 issue Page 4101—(Sovvolor)—(Russian made)—(English titles)—(Artkino).

DOCTORS, THE—D—Raymond Pellegrin—Good entry for art spots—92m.—see Oct. 31 issue Page 4244—(French-made)—(English titles)—(Union; Kingsley-Int.).

ETERNAL LOVE—D—For German language houses—95m.—see Feb. 8 issue Page 4101—(Eastman Color)—(German-made)—(English titles)—(Casino).

EVIL FOREST, THE—D—For the art spots and possible special showings—76½m.—see July 25 issue Page 4193—(Spanish-made)—(Dubbed in English)—(Studio Films).

FOR DO'S SAKE—D—Import for the art and German language houses—88m.—see Feb. 22 issue Page 4113 issue Page 4101—(German-made)—(English titles)—(Grand Prize).

FORESTER'S DAUGHTER, THE—CDMU—Amusing entry for German language houses—103m.—see Feb. 8 issue Page 4101—(German-made)—(English titles)—(Casino).

FRENCH CAN CAN—MU—Jean Gabin—Interesting import—93m.—see Oct. 31 issue Page 4244—(French-made)—(English titles)—(Technicolor)—(United Motion Picture Organization).

FRUITS OF SUMMER—C—Edwige Feuillere—Amusing comedy for art spots—102m.—see July 25 issue Page 4193—Leg.: C—(French-made)—(English titles)—(Ellis).

INSIDE A GIRLS' DORMITORY—CMD—Jean Marais, Francoise Arnoul—Amusing French who-done-it—100m.—see Nov. 14 issue Page 4252—(French-made)—(English titles)—(Ellis).

LEGENDS OF ANIKA—D—Art house filler—85m.—see June 13 issue Page 4177—(Yugoslavian-made)—(English titles)—(Grand Prize).

LETTERS FROM MY WINDMILL—CD—Henri Vilbert—Entertaining Marcel Pagnol import for art and specialty houses—118m.—see Jan. 11 issue Page 4087—Leg.: C—(French-made)—(English titles)—(Tohan).

MARCELINO—D—Pablito Calvo—Interesting, charming import—90m.—see Oct. 31 issue Page 4245—(Spanish-made; English titles)—(UMPO).

MELODY BEYOND LOVE—D—Satisfactory romantic import for German-language houses—95m.—see Feb. 8 issue Page 4101—(German-made)—(English titles)—(Grand Prize).

MY SEVEN LITTLE SINS—C—Maurice Chevalier—Cute, amusing import for art, specialty spots—98m.—see July 25 issue Page 4193—Leg.: B—(Ferranicolor)—(A French-Italian Production)—(English titles)—(Kingsley International).

NAKED NIGHT, THE—D—Good import for the art spots—82m.—see Feb. 8 issue Page 4101—Leg.: C—(Swedish-made)—(English titles)—(Times).

OBERSIEGHER DER (THE FOREMAN)—OPC—Walter Jarissen, Josein Kipper, Hans Holt—Cute entry for foreign language and art spots—98m.—see Dec. 26 issue Page 4271—(Austrian-made)—(English titles)—(Casino).

PHANTOM HORSE, THE—Well-made import—90m.—see Sept. 5 issue Page 4220—(Eastman Color)—(Japanese-made)—(English titles)—(Edward Harrison).

PICASSO—DOC—Top documentary for art houses—50m.—see Jan. 11 issue Page 4087—(Ferranicolor)—(French and Italian made)—(English narration)—(Van Wolf-API).

PROUD AND THE BEAUTIFUL, THE—D—Michele Morgan, Gerard Philipe—Off-beat import of the realistic school is strictly for art spots—93m.—see Aug. 8 issue Page 4200—Leg.: B—(French-made)—(English titles)—(Filmed in Mexico)—(Kingsley-International).

RIFIPI—MD—Jean Servais—High rating import could go into some conventional spots as well as art houses—116m.—see Aug. 8 issue Page 4200—Leg.: B—(French-made)—(English titles)—(UMPO).

ROSANNA—D—Rosanna Podesta—For the art and specialty houses—72m.—see July 25 issue Page 4193—Leg.: C—(Italian-made)—(Dubbed in English)—(Jacon).

SERGEANT'S DAUGHTER, THE—D—Uneven import for German-language houses—97m.—see Feb. 8 issue Page 4102—(German-made)—(English titles)—(Casino).

STRANGE PASSION, THE—D—Arturo De Cordova—Import for the art spots—82m.—see Feb. 8 issue Page 4102—(Mexican-made)—(Spanish-language)—(English titles)—(Meadow).

SUICIDE ATTACK—DOC—Interesting Japanese war documentary—64m.—see Feb. 22 issue Page 4114—(Japanese-made)—(English narration by Paul Dubrow)—(Brenner).

TIGER'S CLAW—D—Inferior import—74m.—see April 18 issue Page 4136—(Scandinavian-made)—(Dubbed in English)—(Realart).

TOO BAD SHE'S BAD—C—Sophia Loren, Vittorio de Sica—Highly amusing import—95m.—see Jan. 25 issue Page 4092—Leg.: B—(Italian-made)—(English titles)—(Getz-Kingsley).

TWO LOVES HAD I—BIDMU—Gabriele Ferzatti, Marta Toren, Nadia Gray—Good entry for art spots—98m.—see Dec. 26 issue Page 4271—(Italian-made)—(English dialogue)—(Color by Technicolor)—(Jacon).

TREASURE OF BENGAL—MD—Sabu, Luisa Boni—Low grade filler—82m.—see April 18 issue Page 4136—(Italian-made)—(Dubbed in English)—(Color)—(Bell).

UNMARRIED MOTHERS—D—Trite plot about illicit love for exploitation spots—91m.—see March 21 issue Page 4125—(Swedish-made)—(English titles)—(President).

VITELLONI—D—Franco Fabrizi, Leonora Ruffo, Franco Interlenghi—Interesting import—103m.—see Dec. 12 issue Page 4263—(Italian-made)—(English titles)—(API Prod.).

The Shorts Parade

(Ratings: E—Excellent; G—Good; F—Fair; B—Bad. Complete listings of the rest of the 1954-55 shorts product will be found on pages 4254, and 4255 of the Pink Section, another regular service of MOTION PICTURE EXHIBITOR. The number opposite each series designates the total announced by the company.—Ed.)

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
Columbia					
TWO REEL COMEDIES ALL-STAR (6)					
8411	(Sept. 15)	One Spooky Night (Clyde)	F	16m.	4035
8412	(Oct. 27)	He Took A Powder (Quillen-Vernon)	F	17m.	4056
8413	(Nov. 24)	Hook A Crook (Besser)	F	16m.	4074
8414	(Feb. 23)	Come On Seven (Quillen-Vernon)	F	16 1/2m.	4137
8415	(Mar. 22)	Army Daze (Besser)	F	16 1/2m.	4137
8416	(Apr. 26)	Andy Goes Wild (Clyde)	F	17m.	4259
ASSORTED FAVORITE REPRINTS (6)					
1421	(Sept. 20)	Clunked in the Clink (Vague)	F	16m.	4246
1422	(Oct. 18)	When the Wife's Away (Hugh Herbert)	F	17m.	4246
COMEDY FAVORITE RE-RELEASES (6)					
1431	(Oct. 11)	Scooper Dooper (Sterling Holloway)	F	18m.	4246
CINEMASCOPE MUSICAL TRAVELARKS (Technicolor)					
8441	(Feb. 16)	Wonders of Manhattan	E	16m.	4075
8442	(Apr. 20)	April in Portugal	E	20m.	4137
1956-57					
{		Wonder of New Orleans			
{		Wonder of Washington			
SERIALS					
8120	(Sept. 22)	The Sea Hound (reissue)	G	15ep.	4036
8140	(Jan. 6)	Pearls of the Wilderness	F	15ep.	4103
8160	(Apr. 21)	The Monster And The Ape (reissue)	F	15ep.	4161
8180	(Aug. 4)	Blazing The Overland Trail (1956-57)	F	15ep.	4208
{		Hop Harrigan (Reissue)	G	15ep.	4272
THE THREE STOOGES (8)					
1401	(Sept. 6)	Hot Stuff	F	16m.	4246
1402	(Oct. 4)	Scheming Schemers	F	16m.	4259
One Reel CANDID MICROPHONES (6) (Reissue)					
1551	(Sept. 20)	Series 3, No. 3	G	10 1/2m.	4256
CAVALCADE OF BROADWAY (6) (Reissue)					
1951	(Sept. 6)	Cafe Society	G	11m.	4256
COLOR FAVORITES (15) (Technicolor) (Reissue)					
1601	(Sept. 6)	Leave Us Chase It	F	6 1/2m.	4247
1602	(Oct. 4)	Topsy Turkey	F	6 1/2m.	4247
CINEMASCOPE MAGOOS (10) (Technicolor)					
1751	(Sept. 13)	Trail Blazer Magoo	E	6m.	4246
1752	(Oct. 18)	Magoo's Problem Child	G	6 1/2m.	4246
MR. MAGOO (4) (Technicolor)					
8701	(Oct. 6)	Stage Door Magoo	E	7m.	4057
CINEMASCOPE CARTOON SPECIALS (Technicolor)					
8511	(Feb. 9)	Gerald McBoing-Boing On Planet Moo	E	7m.	4115
SCREEN SNAPSHOTS					
8851	(Sept. 22)	Hollywood Brone Busters	G	9m.	4043
8852	(Oct. 20)	The Great Al Jolson	F	11m.	4057
8853	(Nov. 17)	Hollywood Premiere	G	10m.	4084
8854	(Dec. 15)	Ramblin' 'Round Hollywood	G	10 1/2m.	4084
8855	(Jan. 19)	Hollywood Goes A-Fishin'	F	10 1/2m.	4115
8856	(Feb. 23)	Hollywood Small Fry	F	10m.	4138
8857	(Mar. 22)	Hollywood City of Stars	F	10m.	4138
8858	(May 3)	Playtime in Hollywood	G	10 1/2m.	4224
8859	(June 14)	Mr. Rhythm's Holiday	F	9 1/2m.	4183
8860	(July 5)	Fabulous Hollywood	G	10 1/2m.	4195
UPA ASSORTED CARTOONS (4) (Technicolor)					
8501	(Sept. 8)	Christopher Crumpet's Playmate	E	7m.	4036
8502	(Dec. 1)	The Rise Of Dutton Lang	E	6 1/2m.	4082
8503	(May 31)	The Jaywalker	G	6 1/2m.	4194
WORLD OF SPORTS (10)					
1801	(Oct. 25)	Asphalt Playground			

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
MGM					
THREE REEL CINEMASCOPE SPECIAL (Eastman Color)					
A-801	(Oct. 5)	The Battle of Gettysburg	E	30m.	4252
One Reel CINEMASCOPE CARTOONS (Technicolor)					
C-831	(Sept. 7)	Muscle Beach Tom	G	7m.	4203
C-832	(Sept. 21)	Millionaire Droopy	E	7m.	4208
C-833	(Oct. 12)	Downbeat Bear	G	7m.	4208
C-834	(Nov. 16)	Blue Cat Blues		7m.	
C-835	(Dec. 14)	Barbecue Brawl		7m.	
GOLD MEDAL REPRINT CARTOONS (Technicolor)					
W-861	(Sept. 28)	Polka Dot Puss (T-J)	F	8m.	4236
W-862	(Oct. 5)	The Bear And the Bean (B-B)	G	7m.	4235
W-863	(Oct. 26)	Heavenly Puss (T-J)	F	8m.	4235
W-864	(Nov. 9)	Bad Luck Blackie (T-A)	G	7m.	4260
W-865	(Nov. 30)	Cueball Cat (T-J)	G	7m.	4260
W-866	(Dec. 7)	Senor Droopy (D)	G	8m.	4260
W-867	(Dec. 28)	Little Rural Riding Hood (T-A)	G	6m.	4260
Paramount					
CARTOON CHAMPION REISSUES (Technicolor) (12) 1956-57					
S16-1	(Sept. 21)	Mice Meeting You	G	7m.	4235
S16-2	(Sept. 21)	Sock-A-Bye Kitty	G	7m.	4236
S16-3	(Sept. 21)	Casper's Spree Under The Sea	E	8m.	4235
S16-4	(Sept. 21)	One Quack Mind	F	7m.	4235
S16-5	(Sept. 21)	Mice Paradise	G	7m.	4235
S16-6	(Sept. 21)	Once Upon A Rhyme	G	8m.	4235
S16-7	(Sept. 28)	Hold The Lion Please	G	7m.	4235
S16-8	(Sept. 28)	Land Of Lost Watches	G	9m.	4235
S16-9	(Sept. 28)	To Boo Or Not To Boo	G	7m.	4236
S16-10	(Sept. 28)	As The Crow Lies	F	6m.	4235
S16-11	(Sept. 28)	Slip Us Some Redskin	G	7m.	4236
S-16-12	(Sept. 28)	Boo Scout	G	8m.	4235
CASPER CARTOONS (6) (Technicolor)					
B16-1	(Nov. 2)	Fright From Wrong	G	6m.	4256
GRANTLAND RICE SPORTLIGHTS (6) HERMAN AND CATNIP CARTOONS (Technicolor)					
H16-1	(Dec. 7)	Hide and Peak			
NOVELTOONS (Technicolor)					
P16-1	(Oct. 19)	Sir Irvina And Jeames	G	7m.	4256
P16-2	(Dec. 21)	Lion In The Roar			
POPEYE CARTOONS (8) (Technicolor)					
E16-1	(Oct. 12)	Parlez Vous Woo	G	6m.	4256
E16-2	(Nov. 16)	I Don't Scare			
E16-3	(Dec. 14)	A Haul In One			
SPEAKING OF ANIMALS CHAMPIONS (4) (Reissue)					
A15-1	(Sept. 30)	Tain't So	F	10m.	4044
A15-2	(Sept. 30)	Monkey Shines	G	9m.	4044
A15-3	(Sept. 30)	Be Kind To Animals	E	8m.	4043
A15-4	(Sept. 30)	From A to Zoo	E	9m.	4043
TOPPERS (6)					
M15-1	(Oct. 7)	Three Kisses	E	10m.	4084
M15-2	(Nov. 11)	Reunion in Paris	G	10m.	4096
M15-3	(Jan. 27)	Animals a la Carte	F	10m.	4105
M15-4	(Mar. 9)	There's Gold In Them Thrills	F	10m.	4126
M15-5	(May 4)	Ups And Downs	G	9m.	4179
M15-6	(Aug. 24)	Herman Hickman's Football Review	G	10m.	4256
VISTAVISION SPECIALS (Technicolor)					
V15-1	(.....)	Bing Presents Oreste	E	10m.	4126
V15-2	(June 29)	VistaVision Visits Panama	G	10m.	4187
V15-3	(Aug. 3)	VistaVision Visits Gibraltar	G	10m.	4240
V15-4	(Oct. 5)	VistaVision Visits Austria	E	17m.	4252
RKO					
TWO REEL RKO-PATHE SPECIALS					
73101	(Sept. 7)	Alert Today, Alive Tomorrow	E	15 1/2m.	4239
73102	(Oct. 12)	Borr! To Fight	F	15m.	4260
73103	(Nov. 16)	Alaska Life Boat		21m.	
SPORT SPECIALS (2)					
73901	(Dec. 14)	Football Highlights			
73801	(Apr. 12)	Basketball Highlights			

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
One Reel SCREENLINERS					
74201	(Sept. 14)	The Dikes	G	10m.	4240
74202	(Oct. 12)	The Lonely Guardian	F	11m.	4260
74203	(Nov. 9)	Struggle In The North	G	10m.	4260
74204	(Dec. 7)	White Peril		8m.	
SPORTSCOPES (13)					
74301	(Aug. 3)	Aqua Babes	G	9m.	4224
74302	(Aug. 31)	Ice Climbers	G	8m.	4240
74304	(Sept. 28)	Canoeman's Holiday	F	8m.	4247
74304	(Oct. 26)	Big Blue Goose	F	8m.	4260
74305	(Nov. 23)	High Dive Kids			
74306	(Dec. 21)	Holland Sailing			
WALT DISNEY CLASSIC CARTOON REISSUES (Technicolor) (18)					
74101	(Aug. 3)	The Hockey Champ	E	7m.	4208
74102	(Aug. 24)	Pluto at the Zoo	G	8m.	4211
74103	(Sept. 14)	Donald's Tire Trouble	E	7m.	4247
74104	(Oct. 5)	The Purloined Pup	G	7m.	4247
74105	(Oct. 26)	Bill Posters	G	8m.	4252
74106	(Nov. 16)	Pluto's Playmate	E	8m.	4256
74107	(Dec. 7)	Donald's Snow Fight		7m.	
74108	(Dec. 28)	Society Dog Show			
WILDLIFE ALBUM (2) (Technicolor)					
73001	(Nov. 23)	World In A Marsh	G	22m.	4259
Republic					
SERIALS (4) (Reissue)					
(.....)		Dick Tracy's G-Men	G	15ep.	4041
5583	(.....)	Manhunt Of Mystery Island (Reissue)	F	15ep.	4075
5584	(Apr. 16)	Adventures Of Frank And Jesse James	G	13ep.	4114
(.....)		King of the Rocket Men (Reissue)	G	12ep.	4208
5682	(Oct. 15)	Federal Operator 99 (Reissue)	G	12ep.	4246
20th Century-Fox					
ONE REEL CINEMASCOPE (Color)					
7601	(Jan.)	Lady Of The Golden Door (DeLuxe)	G	9m.	4131
7602	(Mar.)	A Thoroughbred Is Born (DeLuxe)	G	9m.	4135
7603	(Feb.)	Adventure In Capri (DeLuxe)	F	9m.	4135
7604	(July)	Plgskin Pewees (DeLuxe)	G	9m.	4224
7605	(May)	Hunters Of The Sea (DeLuxe)	E	9m.	4194
7606	(Aug.)	Honeymoon Paradise (DeLuxe)	F	9m.	4224
7607	(June)	Cowboys Of The Maremma (DeLuxe)	F	9m.	4224
7610	(Oct.)	Hunting The Netchik		9m.	
7611	(Nov.)	Spirit Of The Race		9m.	
7612	(Dec.)	Catching Sea Creatures		9m.	
7613	(Dec.)	Outpost Korea			
TWO REEL CINEMASCOPE COLOR SPECIALS (DeLuxe Color)					
7608	(Apr.)	Land Of The Bible	E	18m.	4114
7609	(June)	Dark Wave (Technicolor)	E	23m.	4177
One Reel CINEMASCOPE TERRYTOONS (Technicolor) 1955-56					
5631	(Jan.)	Park Avenue Pussycat	G	7m.	4138
5632	(Feb.)	Uranium Blues	G	7m.	4155
5633	(Mar.)	Good Deed Daly In Scouts To The Rescue	F	7m.	4163
5634	(Apr.)	Oceans Of Love	G	7m.	4221
5635	(May)	Lucky Dog	G	7m.	4194
5636	(June)	Clancy The Bull In Police Dogged	G	7m.	4208
5637	(July)	The Brave Little Brave		7m.	
5638	(Aug.)	Good Deed Daly In Cloak And Stagger		7m.	
TERRYTOONS (Technicolor) 1955-56					
5601	(Jan.)	The Clockmaker's Dog	G	7m.	4155
5602	(Feb.)	Heckle And Jeckle In Miami Maniacs	F	7m.	4163
5603	(Mar.)	Hep Mother Hubbard	F	7m.	4163
5604	(Apr.)	Terry Bears In Baffling Bunnies	F	7m.	4224
TERRYTONE TOPPER REISSUES (Technicolor)					
5605	(May)	The Wolf's Pardon	G	7m.	4224
5606	(June)	Felix The Fox	G	7m.	4221
5607	(July)	The Lyin' Lion	G	7m.	4221
5608	(Aug.)	Paint Pot Symphony	G	7m.	4224
5609	(Sept.)	The Kitten Sitter	F	7m.	4221
5610	(Oct.)	Flying Cups And Saucers	F	7m.	4221
5611	(Nov.)	One Note Tony	G	7m.	4221
5612	(Dec.)	Mystery In the Moonlight	F	7m.	4221

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section	Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section	Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
7201	(Nov.)	MOVIETONE MELODY Lawrence Welk and His Champagne Music		9m.		2697	(Sept. 24)	Brooklyn Goes to San Francisco	G	9 1/2m.	4236	3802	(Oct. 22)	Artle Show And Orch.	F	10m.	4051
Universal-International						Warners						MERRIE MELODIES (22) (Technicolor)					
Two Reel SPECIAL						SPECIAL FEATURETTES						(Technicolor)					
2640	(Aug. 27)	A Time Out of War.....	G	22m.	4207	4911	(.....)	Chasing The Sun.....	G	36m.	4252	3701	(Sept. 3)	Dime To Retire	G	7m.	4068
MUSICAL FEATURETTES (12)						Two Reel WARNERCOLOR SCOPE GEMS						DIME TO RETIRE (22)					
2651	(Nov. 28)	Ralph Marterie And His Orchestra	G	13m.	4075	4101	(Oct. 6)	South Of The Himalayas E		18m.	4264	3702	(Sept. 17)	Speedy Gonzales	G	7m.	4082
2652	(Dec. 26)	Melodies By Martin	G	16m.	4095	4102	(Dec. 29)	The Legend of El Dorado				3703	(Oct. 15)	Two Scents Worth	G	7m.	4082
2653	(Jan. 23)	Lionel Hampton And Herb Jeffries	G	15m.	4103	SPECIALS (WarnerColor)						3704	(Oct. 29)	Red Riding Hoodwinked G	7m.	4126	
2654	(Feb. 27)	Tennessee Plowboy	F	13m.	4103	4001	(Sept. 8)	East Is East	G	18m.	4246	3705	(Nov. 26)	Heir Conditioned	G	7m.	4095
2655	(Mar. 19)	Around The World Review	G	16m.	4137	4002	(Dec. 22)	Howdy Partner				3706	(Dec. 10)	Guided Muscle	B	7m.	4068
2656	(Apr. 23)	The Mills Brothers On Parade	G	16m.	4177	COLOR SPECIALS (10)						3707	(Dec. 17)	Pappy's Puppy	G	7m.	4105
2657	(May 21)	Cool And Groovy	F	15m.	4177	3001	(Oct. 8)	Movieland Magic (Reissue)	G	19m.	4068	3708	(Dec. 31)	One Froggy Evening	E	7m.	4105
2658	(June 25)	Rhythms With Rusty	F	15m.	4203	3002	(Nov. 5)	The Golden Tomorrow.....	G	17m.	4068	3709	(Jan. 28)	Too Hop To Handle	G	7m.	4115
2659	(July 23)	Mirth And Melody.....	F	15m.	4235	3003	(Dec. 3)	Behind The Big Top (Reissue)	G	18m.	4063	3710	(Feb. 11)	Weasel Stop	F	7m.	4115
2660	(Aug. 26)	Bright And Breezy.....	G	16m.	4208	3004	(Jan. 7)	They Seek Adventure	G	19m.	4095	3711	(Feb. 18)	The High And The Flighty	G	7m.	4115
2661	(Sept. 24)	Mr. Black Magic	G	16m.	4235	3005	(Feb. 4)	Out Of The Desert	G	19m.	4114	3712	(Mar. 10)	Rocket Squad	G	7m.	4119
SPECIAL CINEMASCOPE FEATURETTES (Technicolor)						3006	(Mar. 3)	'Copters And Cows	G	18m.	4114	3713	(Mar. 24)	Tweet And Sour	G	7m.	4126
2600	(Dec. 21)	Nat King Cole Musical Story	E	18m.	4063	3007	(May 12)	A Boy And His Dog (Reissue)	G	20m.	4183	3714	(Mar. 31)	Heaven Scent	F	7m.	4125
2601	(Oct. 24)	Mambo Madness	F	15m.	4075	3008	(June 30)	The Wonders Of Araby.....	G	17m.	4228	3715	(Apr. 14)	Mixed Master	F	7m.	4126
2602	(July 23)	Where All Roads Lead— (Technicolor)—(Vistarama) G	16 1/2m.	4203	3009	(Aug. 25)	Miracle In The Caribbean G		17m.	4228	3716	(May 5)	Gee Whiz.-z-z-z-z-z-z	F	7m.	4138	
2640	(.....)	A Time Out Of War		22m.		3010	(July 28)	Trailin' West (Reissue)....	F	19m.	4264	3717	(May 19)	Tree Cornered Twenty	G	7m.	4138
COLOR PARADES						CLASSICS OF THE SCREEN (6)						3718	(June 2)	The Unexpected Pest	F	7m.	4236
2671	(Nov. 21)	Pacific Sports		8m.		3101	(Sept. 24)	Small Town Idol (Reissue)	E	20m.	4088	3719	(June 23)	Tugboat Granny	G	7m.	4228
2672	(Jan. 16)	Fighters Of The Lakes	F	9m.	4105	3102	(Dec. 31)	It Happened To You	E	18m.	4095	3720	(July 7)	Stupor Duck	F	7m.	4228
2673	(Feb. 20)	Blue Coast	G	9m.	4115	3103	(Nov. 19)	Dog In The Orchard (Reissue)	E	20m.	4103	3721	(Aug. 4)	Rocket-Bye Baby	G	7m.	4228
2674	(Apr. 8)	Queens Of Beauty	G	10m.	4138	3104	(Mar. 24)	Picture Parade	F	20m.	4155	3722	(Aug. 25)	Rawl Raw! Rooster!	G	7m.	4247
2675	(May 7)	Melbourne, Olympic City (CinemaScope)	G	9m.	4138	3105	(May 26)	Once Over Lightly (Reissue)	G	17m.	4264	1956-57					
2676	(July 2)	Invitation To New York E		9 1/2m.	4177	3106	(Aug. 11)	Through The Camera's Eye	G	20m.	4240	4701	(Sept. 1)	Slap Happy Mouse	G	7m.	4227
2677	(Aug. 6)	On The Boardwalk— (CinemaScope)	F	9m.	4203	One Reel ANAMORPHIC SPECIALS (WarnerColor)						4702	(Sept. 20)	Deduce, You Say!	G	7m.	4247
WALTER LANTZ CARTUNES (Technicolor)						3220	(Sept. 1)	Heart Of An Empire	E	9m.	4114	4703	(Oct. 13)	Yankee Dood It	F	7m.	4256
2611	(Dec. 9)	Tree Medic	G	6m.	4082	3221	(Dec. 10)	Springtime In Holland.....	E	9m.	4114	4704	(Nov. 10)	There They Go-Go-Go	F	7m.	4256
2612	(Jan. 16)	Pigeon Holed	E	6m.	4095	3222	(Sept. 1)	Ski Valley	G	9m.	4114	4705	(Nov. 24)	Two Crows From Tacos....	G	7m.	4247
2613	(Feb. 13)	After The Ball	G	6m.	4105	3223	(Apr. 21)	Time Stood Still	G	9m.	4171	4706	(Dec. 8)	The Honey Mousers			
2614	(Mar. 12)	Get Lost	G	6m.	4115	3224	(Aug. 25)	Viva Cuba	G	9m.	4244	4707	(Jan. 5)	The Three Little Bops			
2615	(Apr. 9)	The Ostrich Egg and I.....	G	6m.	4138	3225	(June 23)	Thunder Beach	E	8m.	4272	4708	(Jan. 12)	Tweet Zoo			
2616	(May 7)	Chief Charlie Horse	G	6m.	4138	BLUE RIBBON HIT PARADES (13) (Reissue) (Technicolor)						4709	(Jan. 26)	Scrambled Aches			
2617	(June 4)	Room And Wrath	G	6m.	4177	4301	(Sept. 15)	Mouse Mazurka	F	8m.	4247	THE SPORTS PARADE (10) (Technicolor)					
2618	(July 2)	Woodpecker From Mars....	G	6m.	4177	4302	(Oct. 20)	Paying The Piper.....	F	7m.	4247	3501	(Oct. 15)	Picturesque Portugal ...	G	10m.	4076
2619	(July 30)	Hold That Rock	G	6m.	4203	4303	(Nov. 17)	Daffy Duck Hunt	F	7m.	4244	3502	(Jan. 14)	Fish Are Where You Find Them	G	10m.	4126
2620	(Aug. 27)	The Talking Dog	G	6m.	4203	4304	(Dec. 1)	Henhouse Hennerly	E	7m.	4272	3503	(Feb. 18)	Green Gold	G	10m.	4115
2621	(Sept. 24)	Calling All Cuckoos	G	6m.	4235	4305	(Jan. 19)	Swallow The Leader				3504	(Mar. 17)	Crashing The Water Barrier	E	10m.	4138
2622	(Oct. 22)	Niagara Fools	G	6m.	4235	BUGS BUNNY SPECIALS (8) (Technicolor)						3505	(May 19)	Facing Your Danger			
2623	(Nov. 19)	Arts And Flowers	G	6m.	4246	4723	(Sept. 15)	A Star Is Bored.....	G	7m.	4247	3506	(July 21)	The Sporting Irish	G	9m.	4228
WALTER LANTZ CARTUNES (6) (Reissue)						4724	(Oct. 27)	Wideo Rabbit	G	7m.	4256	WARNER SPECIALS (7)					
2631	(Feb. 20)	Dog Tax Dodgers	G	7m.	4171	4725	(Dec. 15)	To Hare Is Human				3601	(Oct. 1)	An Adventure To Remember	G	10m.	4082
2632	(Mar. 26)	Playful Pelican	G	7m.	4171	JOE McDOAKES COMEDIES (6)						3602	(Nov. 12)	Shark Hunting	G	10m.	4076
2633	(Apr. 23)	Wet Blanket Policy	G	7m.	4171	3401	(Oct. 29)	So You Want To Be A Vice-President	F	10m.	4076	3603	(Jan. 21)	Faster And Faster	E	10m.	4126
2634	(May 28)	Scrappy's Birthday	G	7m.	4171	3402	(Dec. 17)	So You Want To Be A Policeman	G	10m.	4096	3604	(Mar. 17)	A Neckin' Party (Reissue) G	9m.	4126	
2635	(June 25)	Wild And Woody	G	7m.	4171	3403	(Jan. 28)	So You Think The Grass Is Greener?	G	10m.	4126	3605	(Apr. 28)	I Never Forget A Face....	G	10m.	4247
2636	(July 30)	Drooler's Delight	F	7m.	4171	3404	(Mar. 10)	So You Want To Be Pretty	G	10m.	4115	3606	(June 16)	Smart As A Fox	E	9m.	4247
VARIETY VIEWS						3405	(May 5)	So You Want To Play The Piano	F	10m.	4177	3607	(Aug. 18)	Animals And Kids	G	9m.	4247
2691	(Jan. 23)	Alert To Danger	E	9m.	4179	3406	(July 14)	So Your Wife Wants To Work	F	10m.	4240	WARNERCOLOR SPECIALS 1956-57					
2692	(Feb. 20)	Brooklyn Goes to Parls... G		9m.	4138	WARNERCOLOR SCOPE GEMS						4401	(Oct. 27)	Playtime Pals	G	9m.	4247
2693	(May 21)	Girl Meets Buoy	G	9m.	4203	4501	(Sept. 22)	Crossroads Of The World E		9m.		4402	(Feb. 16)	I'll Be Doggoned			
2694	(June 25)	West Point Of The South.. G		9m.	4211	4502	(Nov. 3)	Magic In The Sun	E	8m.		Miscellaneous					
2695	(July 23)	Everybody Dances	G	9m.	4247	MELODY MASTER BANDS REISSUES (5)						Ballet Girl (Brandon)	E	23m.	4246		
2696	(Aug. 20)	Screwball Sports	F	9m.	4247	3801	(Sept. 3)	Jan Savitt And Band	G	10m.	4051	Cow Dog (Disney-Buena Vista)— (Tech.)	E	22m.	4246		

A.A.	COLUMBIA	M.G.M.	PARAMOUNT	R.K.O.	REPUBLIC	20th-FOX	U.A.	UNIVERSAL	WARNERS	MISC.
No Place To Hide (DC) David Brian, Marsha Hunt	Suicide Mission Leaf Larsen	Tea And Sympathy (CS-Metrocolor) Deborah Kerr, John Kerr	The Proud And Profane (VV) William Holden, Deborah Kerr	Beyond A Reasonable Doubt Dana Andrews, Joan Fontaine	Lisbon (Naturama-Tricolor) (Made in Portugal) Ray Milland, Maureen O'Hara	Teenage Rebel (CS) Ginger Rogers, Michael Rennie	The Peacemaker (Makelint) James Mitchell, Rosemarie Bowe	The Killers (RE) Burt Lancaster, Ava Gardner	Seven Men From Now (WC) Randolph Scott, Gail Russell	Jedda The Uncivilized (EC) (DCA) (Australian-made)
Hold Back The Night John Payne, Mona Freeman	Rogues Of Sherwood Forest (RE) John Derek	The Opposite Sex (CS-Metrocolor) June Allyson, Ann Sheridan, Dolores Gray	Pardners (VV-TC) Dean Martin, Jerry Lewis	Back From Eternity Anita Ekberg, Robert Ryan	Dakota Incident (Tricolor) Linda Darnell, Dale Robertson, John Lund	Love Me Tender (CS-DC) Richard Egan, Debra Paget, Elvis Presley	Gun The Man Down (Morrison-McLaglen) James Arness, Emilie Meyer	The Burning Hills (CS-WC) Tab Hunter, Natalie Wood	The Bad Seed Nancy Kelly, Patty McCormack, Henry Jones, Eileen Heckart	Frontier Gambler (Associated) John Bromfield, Colleen Gray, Kent Taylor
The Naked Hills (Pathe Color) David Wayne, Marcia Henderson	To The Ends Of The Earth (RE) Dick Powell	The Power And The Prize (CS) Robert Taylor, Elizabeth Mueller	The Vagabond King (VV-TC) Kathryn Grayson, Oreste	Back From Eternity Anita Ekberg, Robert Ryan	Dakota Incident (Tricolor) Linda Darnell, Dale Robertson, John Lund	The Desperadoes Are In Town (RegalScope) Robert Arthur, Kathy Nolan	Revolt At Fort Laramie (Bel-Air) (CS-TC) John Dehner, Frances Helm	A Cry In The Night Edmond O'Brien, Natalie Wood	The Amazon Trader (WC) John Sutton, Marie Fernanda	Secrets Of Life (TC) (Part CS) (Buena Vista) (Disney)
Canyon River (CS-DC) Geo. Montgomery, Marcia Henderson	The Last Man To Hang (English-made) Tom Conway	The Iron Petticoat (VV-TC) Bob Hope, Katherine Hepburn (English-made)	War And Peace (VV-TC) Audrey Hepburn, Henry Fonda, Mel Ferrer (Made in Italy) (Special Engagements)	Back From Eternity Anita Ekberg, Robert Ryan	Dakota Incident (Tricolor) Linda Darnell, Dale Robertson, John Lund	The Desperadoes Are In Town (RegalScope) Robert Arthur, Kathy Nolan	Revolt At Fort Laramie (Bel-Air) (CS-TC) John Dehner, Frances Helm	A Cry In The Night Edmond O'Brien, Natalie Wood	The Amazon Trader (WC) John Sutton, Marie Fernanda	It Conquered (American-Int.) Peter Graves, Beverly Garland
The Young Guns Russ Tamblyn, Gloria Talbott	Rumble On The Docks James Darren	Julie Doris Day, Barry Sullivan, Louis Jourdan, Frank Lovejoy	The Mountain (VV-TC) Robert Wagner, Spencer Tracy, Claire Trevor (Made in France)	Back From Eternity Anita Ekberg, Robert Ryan	Dakota Incident (Tricolor) Linda Darnell, Dale Robertson, John Lund	The Desperadoes Are In Town (RegalScope) Robert Arthur, Kathy Nolan	Revolt At Fort Laramie (Bel-Air) (CS-TC) John Dehner, Frances Helm	A Cry In The Night Edmond O'Brien, Natalie Wood	The Amazon Trader (WC) John Sutton, Marie Fernanda	The She Creature (American-Int.) Chester Morris, Marla English
Strange Intruder Ira Lupino, Edmund Purdom, Ann Harding	The Seventh Calvary (TC) Randolph Scott	Boom Town (RE) Spencer Tracy, Clark Gable	The Search For Bridey Murphy (VV) Teresa Wright, Louis Hayward	Back From Eternity Anita Ekberg, Robert Ryan	Dakota Incident (Tricolor) Linda Darnell, Dale Robertson, John Lund	The Desperadoes Are In Town (RegalScope) Robert Arthur, Kathy Nolan	Revolt At Fort Laramie (Bel-Air) (CS-TC) John Dehner, Frances Helm	A Cry In The Night Edmond O'Brien, Natalie Wood	The Amazon Trader (WC) John Sutton, Marie Fernanda	La Strada (Trans-Lux) Anthony Quinn, Richard Basehart, Giuletta Masina (Italian-made)
Yaqui Drums Rod Cameron, Mary Castle	Zarak (CS-TC) Victor Mature, Anita Ekberg, Michael Wilding (Made in Morocco)	The Rock Paul Newman, Wendell Corey, Anne Francis	Death Of A Scoundrel George Sanders, Yvonne De Carlo	Back From Eternity Anita Ekberg, Robert Ryan	Dakota Incident (Tricolor) Linda Darnell, Dale Robertson, John Lund	The Desperadoes Are In Town (RegalScope) Robert Arthur, Kathy Nolan	Revolt At Fort Laramie (Bel-Air) (CS-TC) John Dehner, Frances Helm	A Cry In The Night Edmond O'Brien, Natalie Wood	The Amazon Trader (WC) John Sutton, Marie Fernanda	Giant (WC) Elizabeth Taylor, Rock Hudson, James Dean
Friendly Persuasion (TC) Gary Cooper, Dorothy McGuire, Marjorie Main	The Tale Of Two Cities (RE) Marie Antoinette (RE)	The Tale Of Two Cities (RE) Marie Antoinette (RE)	Death Of A Scoundrel George Sanders, Yvonne De Carlo	Back From Eternity Anita Ekberg, Robert Ryan	Dakota Incident (Tricolor) Linda Darnell, Dale Robertson, John Lund	The Desperadoes Are In Town (RegalScope) Robert Arthur, Kathy Nolan	Revolt At Fort Laramie (Bel-Air) (CS-TC) John Dehner, Frances Helm	A Cry In The Night Edmond O'Brien, Natalie Wood	The Amazon Trader (WC) John Sutton, Marie Fernanda	Westward Ho, The Wagons (CS-TC) (Buena Vista) (Disney) Fess Parker
Fighting Trouble The Bowery Boys	Don't Knock The Rock Billy Haley and his Comets	The Tale Of Two Cities (RE) Marie Antoinette (RE)	Death Of A Scoundrel George Sanders, Yvonne De Carlo	Back From Eternity Anita Ekberg, Robert Ryan	Dakota Incident (Tricolor) Linda Darnell, Dale Robertson, John Lund	The Desperadoes Are In Town (RegalScope) Robert Arthur, Kathy Nolan	Revolt At Fort Laramie (Bel-Air) (CS-TC) John Dehner, Frances Helm	A Cry In The Night Edmond O'Brien, Natalie Wood	The Amazon Trader (WC) John Sutton, Marie Fernanda	Runaway Daughters (American-Int.) Marla English, John Litel
Calling Homicide Bill Elliott	Nightfall Aldo Ray, Anne Bancroft	The Tale Of Two Cities (RE) Marie Antoinette (RE)	Death Of A Scoundrel George Sanders, Yvonne De Carlo	Back From Eternity Anita Ekberg, Robert Ryan	Dakota Incident (Tricolor) Linda Darnell, Dale Robertson, John Lund	The Desperadoes Are In Town (RegalScope) Robert Arthur, Kathy Nolan	Revolt At Fort Laramie (Bel-Air) (CS-TC) John Dehner, Frances Helm	A Cry In The Night Edmond O'Brien, Natalie Wood	The Amazon Trader (WC) John Sutton, Marie Fernanda	Shake, Rattle and Rock (American-Int.) Fats Domino, Lisa Gave
The Cruel Tower John Ericson, Mari Blanchard	Ride The High Iron Don Taylor, Sally Forrest	The Tale Of Two Cities (RE) Marie Antoinette (RE)	Death Of A Scoundrel George Sanders, Yvonne De Carlo	Back From Eternity Anita Ekberg, Robert Ryan	Dakota Incident (Tricolor) Linda Darnell, Dale Robertson, John Lund	The Desperadoes Are In Town (RegalScope) Robert Arthur, Kathy Nolan	Revolt At Fort Laramie (Bel-Air) (CS-TC) John Dehner, Frances Helm	A Cry In The Night Edmond O'Brien, Natalie Wood	The Amazon Trader (WC) John Sutton, Marie Fernanda	Rock, Rock, Rock (DCA) Alan Freed, LaVern Baker, Frankie Lyman and Teenagers
High Terrace Dale Robertson, Lois Maxwell, Derek Bond	The Silent World (TC) (French-made) Documentary	The Tale Of Two Cities (RE) Marie Antoinette (RE)	Death Of A Scoundrel George Sanders, Yvonne De Carlo	Back From Eternity Anita Ekberg, Robert Ryan	Dakota Incident (Tricolor) Linda Darnell, Dale Robertson, John Lund	The Desperadoes Are In Town (RegalScope) Robert Arthur, Kathy Nolan	Revolt At Fort Laramie (Bel-Air) (CS-TC) John Dehner, Frances Helm	A Cry In The Night Edmond O'Brien, Natalie Wood	The Amazon Trader (WC) John Sutton, Marie Fernanda	Cinderella (RE) (TC) (Disney)
Blonde Sinner Diana Dors (English-made)	Full Of Life Judy Holliday, Richard Conte	The Tale Of Two Cities (RE) Marie Antoinette (RE)	Death Of A Scoundrel George Sanders, Yvonne De Carlo	Back From Eternity Anita Ekberg, Robert Ryan	Dakota Incident (Tricolor) Linda Darnell, Dale Robertson, John Lund	The Desperadoes Are In Town (RegalScope) Robert Arthur, Kathy Nolan	Revolt At Fort Laramie (Bel-Air) (CS-TC) John Dehner, Frances Helm	A Cry In The Night Edmond O'Brien, Natalie Wood	The Amazon Trader (WC) John Sutton, Marie Fernanda	The Girl He Left Behind Tab Hunter, Natalie Wood
The Rose Bowl Story (Color) (RE)	Wicked As They Come Arlene Dahl, Herbert Marshall	The Tale Of Two Cities (RE) Marie Antoinette (RE)	Death Of A Scoundrel George Sanders, Yvonne De Carlo	Back From Eternity Anita Ekberg, Robert Ryan	Dakota Incident (Tricolor) Linda Darnell, Dale Robertson, John Lund	The Desperadoes Are In Town (RegalScope) Robert Arthur, Kathy Nolan	Revolt At Fort Laramie (Bel-Air) (CS-TC) John Dehner, Frances Helm	A Cry In The Night Edmond O'Brien, Natalie Wood	The Amazon Trader (WC) John Sutton, Marie Fernanda	Baby Doll Karl Malden, Carroll Baker, Eli Wallach
Hot Shots, The Bowery Boys	Guns Of Fort Petticoat Audie Murphy, Kathryn Grant	The Tale Of Two Cities (RE) Marie Antoinette (RE)	Death Of A Scoundrel George Sanders, Yvonne De Carlo	Back From Eternity Anita Ekberg, Robert Ryan	Dakota Incident (Tricolor) Linda Darnell, Dale Robertson, John Lund	The Desperadoes Are In Town (RegalScope) Robert Arthur, Kathy Nolan	Revolt At Fort Laramie (Bel-Air) (CS-TC) John Dehner, Frances Helm	A Cry In The Night Edmond O'Brien, Natalie Wood	The Amazon Trader (WC) John Sutton, Marie Fernanda	The Wrong Man Henry Fonda, Vera Miles
Chain Of Evidence Bill Elliott, James Lydon, Claudia Barrett	Utah Blaine Rory Calhoun, Susan Cummings	The Tale Of Two Cities (RE) Marie Antoinette (RE)	Death Of A Scoundrel George Sanders, Yvonne De Carlo	Back From Eternity Anita Ekberg, Robert Ryan	Dakota Incident (Tricolor) Linda Darnell, Dale Robertson, John Lund	The Desperadoes Are In Town (RegalScope) Robert Arthur, Kathy Nolan	Revolt At Fort Laramie (Bel-Air) (CS-TC) John Dehner, Frances Helm	A Cry In The Night Edmond O'Brien, Natalie Wood	The Amazon Trader (WC) John Sutton, Marie Fernanda	Rock Pretty Baby John Saxon, Sal Mineo, Luana Patten
Gun For A Town Dale Robertson, Lois Maxwell, Derek Bond	Green Dolphin Street (RE) Boys Town (RE)	The Tale Of Two Cities (RE) Marie Antoinette (RE)	Death Of A Scoundrel George Sanders, Yvonne De Carlo	Back From Eternity Anita Ekberg, Robert Ryan	Dakota Incident (Tricolor) Linda Darnell, Dale Robertson, John Lund	The Desperadoes Are In Town (RegalScope) Robert Arthur, Kathy Nolan	Revolt At Fort Laramie (Bel-Air) (CS-TC) John Dehner, Frances Helm	A Cry In The Night Edmond O'Brien, Natalie Wood	The Amazon Trader (WC) John Sutton, Marie Fernanda	The Great Man Jose Ferrer, Dean Jagger, Keenan Wynn, Julie London
		The Tale Of Two Cities (RE) Marie Antoinette (RE)	Death Of A Scoundrel George Sanders, Yvonne De Carlo	Back From Eternity Anita Ekberg, Robert Ryan	Dakota Incident (Tricolor) Linda Darnell, Dale Robertson, John Lund	The Desperadoes Are In Town (RegalScope) Robert Arthur, Kathy Nolan	Revolt At Fort Laramie (Bel-Air) (CS-TC) John Dehner, Frances Helm	A Cry In The Night Edmond O'Brien, Natalie Wood	The Amazon Trader (WC) John Sutton, Marie Fernanda	Written On The Wind (TC) Rock Hudson, Lauren Bacall, Robert Stack
		The Tale Of Two Cities (RE) Marie Antoinette (RE)	Death Of A Scoundrel George Sanders, Yvonne De Carlo	Back From Eternity Anita Ekberg, Robert Ryan	Dakota Incident (Tricolor) Linda Darnell, Dale Robertson, John Lund	The Desperadoes Are In Town (RegalScope) Robert Arthur, Kathy Nolan	Revolt At Fort Laramie (Bel-Air) (CS-TC) John Dehner, Frances Helm	A Cry In The Night Edmond O'Brien, Natalie Wood	The Amazon Trader (WC) John Sutton, Marie Fernanda	Four Girls In Town (CS-TC) George Nader, Julie Adams
		The Tale Of Two Cities (RE) Marie Antoinette (RE)	Death Of A Scoundrel George Sanders, Yvonne De Carlo	Back From Eternity Anita Ekberg, Robert Ryan	Dakota Incident (Tricolor) Linda Darnell, Dale Robertson, John Lund	The Desperadoes Are In Town (RegalScope) Robert Arthur, Kathy Nolan	Revolt At Fort Laramie (Bel-Air) (CS-TC) John Dehner, Frances Helm	A Cry In The Night Edmond O'Brien, Natalie Wood	The Amazon Trader (WC) John Sutton, Marie Fernanda	Rock Pretty Baby John Saxon, Sal Mineo, Luana Patten
		The Tale Of Two Cities (RE) Marie Antoinette (RE)	Death Of A Scoundrel George Sanders, Yvonne De Carlo	Back From Eternity Anita Ekberg, Robert Ryan	Dakota Incident (Tricolor) Linda Darnell, Dale Robertson, John Lund	The Desperadoes Are In Town (RegalScope) Robert Arthur, Kathy Nolan	Revolt At Fort Laramie (Bel-Air) (CS-TC) John Dehner, Frances Helm	A Cry In The Night Edmond O'Brien, Natalie Wood	The Amazon Trader (WC) John Sutton, Marie Fernanda	The Great Man Jose Ferrer, Dean Jagger, Keenan Wynn, Julie London
		The Tale Of Two Cities (RE) Marie Antoinette (RE)	Death Of A Scoundrel George Sanders, Yvonne De Carlo	Back From Eternity Anita Ekberg, Robert Ryan	Dakota Incident (Tricolor) Linda Darnell, Dale Robertson, John Lund	The Desperadoes Are In Town (RegalScope) Robert Arthur, Kathy Nolan	Revolt At Fort Laramie (Bel-Air) (CS-TC) John Dehner, Frances Helm	A Cry In The Night Edmond O'Brien, Natalie Wood	The Amazon Trader (WC) John Sutton, Marie Fernanda	Istanbul (CS-TC) Erroll Flynn, Cornell Borchers
		The Tale Of Two Cities (RE) Marie Antoinette (RE)	Death Of A Scoundrel George Sanders, Yvonne De Carlo	Back From Eternity Anita Ekberg, Robert Ryan	Dakota Incident (Tricolor) Linda Darnell, Dale Robertson, John Lund	The Desperadoes Are In Town (RegalScope) Robert Arthur, Kathy Nolan	Revolt At Fort Laramie (Bel-Air) (CS-TC) John Dehner, Frances Helm	A Cry In The Night Edmond O'Brien, Natalie Wood	The Amazon Trader (WC) John Sutton, Marie Fernanda	The Night Runner Ray Danton, Colleen Miller
		The Tale Of Two Cities (RE) Marie Antoinette (RE)	Death Of A Scoundrel George Sanders, Yvonne De Carlo	Back From Eternity Anita Ekberg, Robert Ryan	Dakota Incident (Tricolor) Linda Darnell, Dale Robertson, John Lund	The Desperadoes Are In Town (RegalScope) Robert Arthur, Kathy Nolan	Revolt At Fort Laramie (Bel-Air) (CS-TC) John Dehner, Frances Helm	A Cry In The Night Edmond O'Brien, Natalie Wood	The Amazon Trader (WC) John Sutton, Marie Fernanda	Four Boys And A Gun William Hinnant, Diana Herbert (Security)
		The Tale Of Two Cities (RE) Marie Antoinette (RE)	Death Of A Scoundrel George Sanders, Yvonne De Carlo	Back From Eternity Anita Ekberg, Robert Ryan	Dakota Incident (Tricolor) Linda Darnell, Dale Robertson, John Lund	The Desperadoes Are In Town (RegalScope) Robert Arthur, Kathy Nolan	Revolt At Fort Laramie (Bel-Air) (CS-TC) John Dehner, Frances Helm	A Cry In The Night Edmond O'Brien, Natalie Wood	The Amazon Trader (WC) John Sutton, Marie Fernanda	Drango Jeff Chandler, Joanne Dru (Earlmar)

You're **OUT-IN-FRONT!**

GIANT
FULL
COLOR

Custom-Made
DISPLAY
50 x
80!



... in your lobby and foyers with these brand new, custom-made King-Size Displays of

THE KING and FOUR QUEENS

They're so special, so big, so far out in front of other advertising... that they speak for themselves! Here's your Big chance to really splash your theatre with color and showmanship... and to pre-sell and exploit your attraction... in a different way!

Designed especially for this picture, these huge Displays are the latest word in advance selling!

NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY



IT'S A WHOPPER OF A DISPLAY!
Huge... crowd-stopping... so colorfully new... this Standee is specially designed and aimed to 'sock 'em in the eye' right away!

DOOR PANEL DISPLAYS MAKE STRIKING SETPIECE, TOO!

Jampack your Doors... fill your Foyers... with great crowd-catching panels and screens! Its tremendous approach in such a special way gives you a head start in your campaign!



MOTION PICTURE

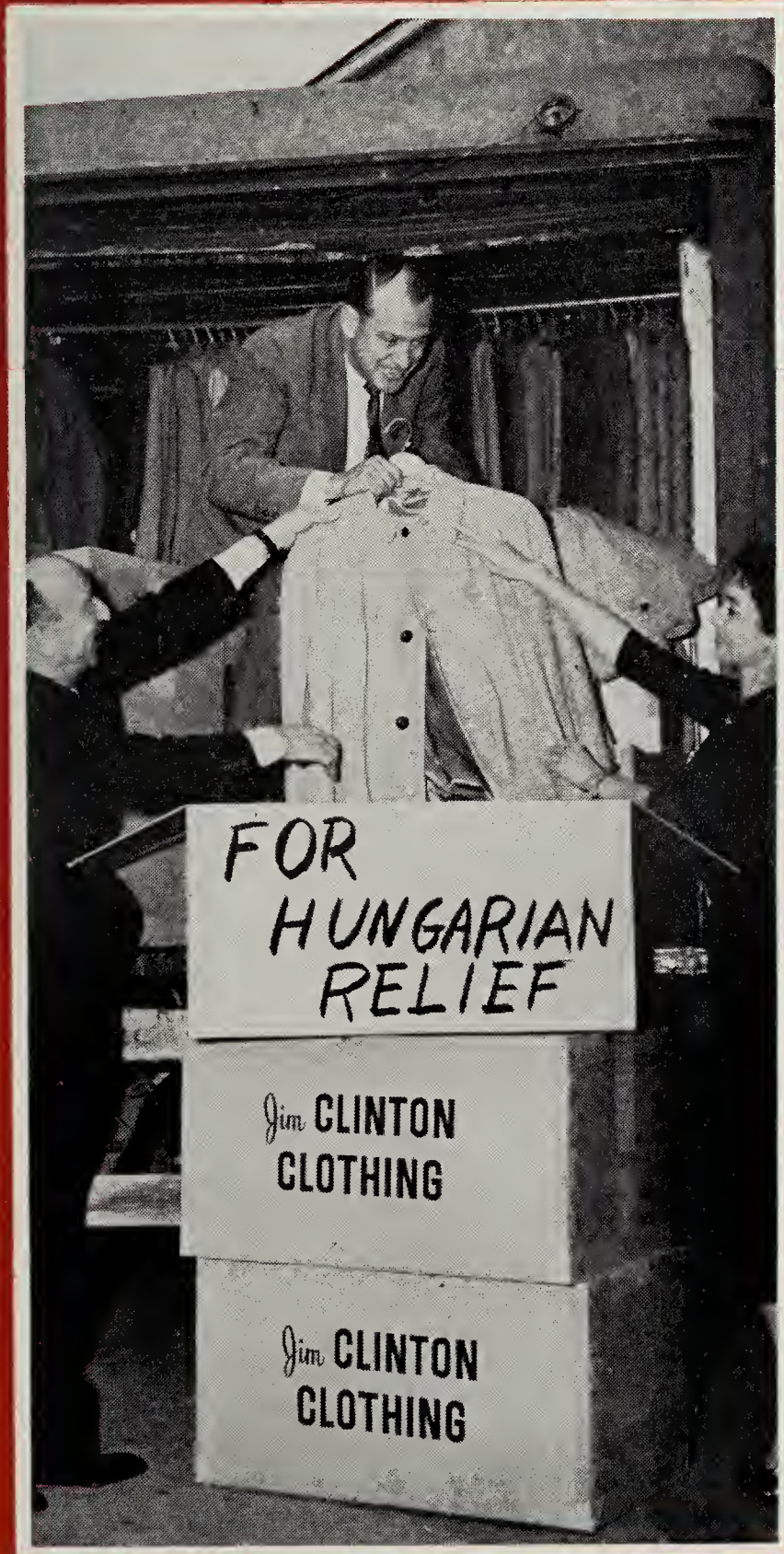
EXHIBITOR

JANUARY 9, 1957

VOLUME 57

NUMBER 12

IN TWO SECTIONS • THIS IS SECTION ONE



Absinthe, Filthy Pictures And Bedell

editorial

AA Overseas Business Soars

(page 8)

H-H-L Program At \$25 Million

(page 8)

AND FEATURING: EXTRA PROFITS

← Joe Pasternak, noted MGM producer, recently arranged with Jim Clinton Clothes for a donation shipment of 100 brand new suits and 100 overcoats to Hungarian relief. Jean Simmons gives the shipment a send-off from MGM's "This Could Be The Night" stage.

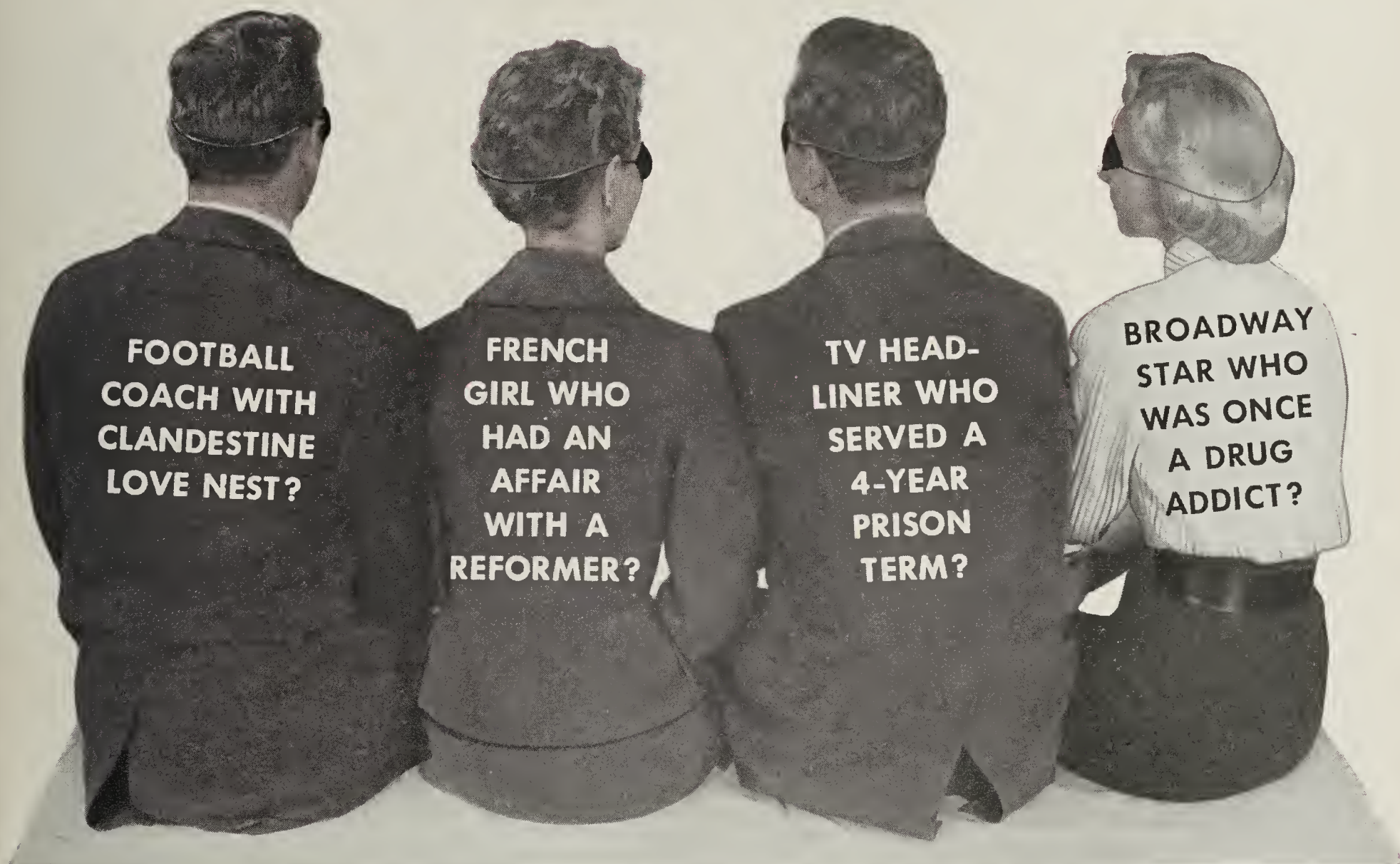
A black and white photograph of a man in a suit sitting at a desk, holding a pen, looking towards the camera. In the background, a woman is standing, looking down. The scene is set in what appears to be an office or a newsroom.

SLANDER

"Everybody's got something rotten in their past - and I'll publish it in my magazine!"

WHO WILL BE THE NEXT VICTIM OF THE

"SLANDER" MAGAZINES?



M-G-M brings America the FIRST inside story of how the scandal magazines operate! Millions of people get secret thrills from their lurid pages. Who spills the first hint of crime or illicit love? How is the "research" done? How are people forced to become "informers"? It's all revealed in "SLANDER"—sensational, hard-hitting, no-punches-pulled dramatic dynamite!

M-G-M presents

VAN JOHNSON ANN BLYTH STEVE COCHRAN in "SLANDER"

co-starring

MARJORIE RAMBEAU • RICHARD EYER

Written by JEROME WEIDMAN • Based on a Story by HARRY W. JUNKIN

Directed by ROY ROWLAND • Produced by ARMAND DEUTSCH

(Available in Perspecta Stereophonic or 1 Channel Sound)

EXHIBITOR



JANUARY 9, 1957
VOLUME 57 NUMBER 11

ABSINTHE, FILTHY PICTURES, AND BEDELL

WE ADMIT to a certain amount of gratification from the letters of approval received as a result of our views "ONLY MOVIES CAN SIN" (Dec. 5, 1956).

Almost immediately a subscriber supplied us with two of the accompanying examples of pornographia that appeared in that redoubtable defender of truth, cleanliness, morality, and good taste in advertising, ADVERTISING AGE. Even though a year old (Jan. 10, 1955), and even though used editorially, we were grateful. They just seemed to prove that critics, like liars, should have long memories. This was the weekly magazine of the advertising "profession" that had devoted nearly all of an oversized page to the attacks, by two supposedly authoritative writers, on film advertising. One of these writers was the wise-guy who claimed that ad-men in our business used "a bottle of absinthe and a bag of colored crayons and a stack of 'filthy pictures' from Paris" in order to write movie ads.

So we started to watch each weekly issue of ADVERTISING AGE just a little more carefully. We knew that advertising men generally weren't a bunch of saints, and we figured that a paper that editorially advocated

this kind of art would find advertisers very willing to use it. And, with their issue of Dec. 24, 1956, we hit the jackpot!

The illustrated young lady, with the lantern and the "lost" copy, was the major interest in an 8 x 11 inch display ad appearing on page 79 of this nearly-Christmas

According to ADVERTISING AGE of Dec. 24, 1956, and to the big ad of Superior Engraving Co. of Chicago, makers of "Letterpress and Offset Printing Plates," the following copy is just good clean fun: "Lost . . . in the night? Hunting for an engraving house that can give you good night service? Try Superior—lots of ad men do and get satisfaction every time. Superior is elaborately equipped and manned by skilled craftsmen who use to the fullest those precious night hours, etc." MOTION PICTURE EXHIBITOR has only one more observation. We would like to be "ahint the door" when some of the much maligned motion picture advertising men submitted for approval a similar pose of some actress to Gordon White of the MPA office. That is, unless the actress happened to be Lassie or Francis. Once again, we're sorry that we need to run it to prove it!

According to ADVERTISING AGE of Jan. 10, 1955, these were two of a "TOOTHsome TRIO." Their caption continued: "No resume of A.A.'s first quarter century would be adequate which did not recall the three cheese-cake pictures which evoked the most comment. The lemon girl picture was furnished by Atherton Advertising Agency, Los Angeles. The Frankfurter Queen picture was made by Barry Kramer, New York photographer." Copy under the "lemon girl" (in case your glasses need changing) is: "World's Largest Lemons. Yes only the world's largest ripest and juiciest lemons are used in making Quick Way Bar Mix. PACIFIC CITRUS PRODUCTS CO., FULLERTON, CALIFORNIA." The "Frankfurter Queen—1952" apparently needed no frankfurter copy. MOTION PICTURE EXHIBITOR regrets the need to reproduce such junk, but doesn't think the average reader would believe it if we were only to describe it.



Hunting for an engraving house that can give you good night service?
Try Superior—lots of ad men do and get satisfaction every time. Superior is elaborately equipped and manned by skilled craftsmen who use to the fullest those precious night hours that the "close-at-five" shops can never give you.

Call SUPERIOR 7-7070

Superior

LETTERPRESS AND OFFSET PRINTING PLATES SUPERIOR ENGRAVING CO. 215 W. SUPERIOR ST. CHICAGO, ILL.

issue of ADVERTISING AGE. The display doesn't stop with the ad, for every effort has been made to display the young lady also, with every curve and cheek accentuated. And, if you can't find the double intent in the caption type ad copy, it isn't because the ad writer wasn't trying to have you find it.

We hope that the great moral minds who don't like movies, and who get such satisfaction out of clobbering the movie business for everything it does and even some things that it doesn't, will notice that these three illustrations advertise such commonplace things as lemons, frankfurters, and photo engravings. Photographic to the

point of the ridiculous, these are no tiny silhouette line cuts of a woman in a doorway, or stilted art of a woman with the arm of "THE KING" around her waist. These are the whole woman in all three cases, and we doubt whether the "filthy pictures" which seem so familiar to Mr. Bedell would prove any more exciting.

Yup! While advertising "saints" wag their fingers and cry shame at movie admen as some kind of advertising perverts, other advertising "saints" don't use the "filthy pictures" as stimuli, . . . but run 'em as ads in ADVERTISING AGE.

Only movies can sin!

PRODUCT SHORTAGE IS A TWO-EDGED SWORD

IF THE YEAR 1956 is remembered for nothing else, it will serve always to mark the introduction of "NO LOOK" and some other pretty tough film selling relationships. By a "look" we, of course, mean what has been more familiarly known as a "consideration for the need of an adjustment." And we both forecast, and gave considerable analytical attention to, the reasons for these changes, and the results that must follow, in our views: "IS THE BLAME ON MGM?"—(May 2, 1956); and "NO MORE ADJUSTMENTS"—(Oct. 24, 1956).

Additional contributing factors were, of course: bidding, under which theatremen stretch to the point of depriving themselves of reasonable profit, and under which legitimate above-the-table adjustments are ruled out even for "cousins"; and a shortage of playable quality features, which makes it almost a necessity to overlook tough sales policies and to do business with all distributors, whether fair dealing or not.

It is noteworthy, and easy to understand, that "NO LOOK," and toughness, are not as common with the regular "line" producer-distributors, on whom theatres must depend for a regular flow, and bread-and-butter features, as it is with the independent producers of single pictures or small groups of pictures, however distributed. The former know that they can't exist and show a profit if they bankrupt their theatre retail outlets. The latter follow a line of thought closer to the "carny" of old, and only want to grab everything in sight and "hit the road." They just "don't give a damn"! They don't need to go back to sell the same theatre next week!

Even a quick look across the executive sales heads of the regular "line" producer-distributors spotlights such smart and capable men as: Charlie Reagan, Alex Harrison, George Weltner, Bill Heineman, Charlie Feldman, Abe Montagne, Bennie Kalmenson, Walter Branson, and others, who have given their lives to their business, who have trained in the field, and who can be considered "film men." They were here yesterday, are here today, and expect to be here tomorrow. And, while they may be hard traders, they have a "heart" for this business and want to keep their customers alive.

In direct contrast, and on the increase due to the increase in independent production, we now have a new breed of super tyros known variously as "producers' representatives," "sales managers," etc., who ramrod a particular feature, or two or three features, which are actually sold and distributed by one of the regular "line" producer-distributors. Nameless, faceless, and anonymous under the average branch manager's term of "New York," these tyros are more powerful in dictating the prices and terms for theatres they never have seen, in towns where they never have been, than the legitimate sales personnel.


The only achievement of these latter executives would seem to be the obtaining of distribution through a major outlet, and, needing more "grist for the mill" in order to average overhead, the major outlets don't seem to realize this. So these latter executives are more potent, from their two-by-four offices on a side street, than the top executive of the major company that distributes their feature. Not too long ago, distributors such as MGM, Paramount, 20th Century-Fox, Columbia, etc., would not handle outside pictures; and most certainly, would never abdicate their authority to run their sales forces, by giving to anyone "the right of contract approval." Scarcity of product put the gun to their head, and in many cases good-will that took decades to build was destroyed overnight.

It never seems to occur to anyone that if these so-called supervisory tyros are so smart and capable, and if they could get their "NO LOOK," and their high tricky and tough percentage deals, they would distribute for themselves and save the sales percentage. But they prove themselves smart enough to latch onto a top producer-distributor, who has earned good-will and who has a big stake in this industry's future, and have the producer-distributor's importance dig their chestnuts out, at deals the producer-distributor wouldn't have the conscience to ask, and that the tyros couldn't get for themselves.

Doesn't it seem that the product shortage is putting pressure on distributors, too?

Huh?

Jay Emanuel



INGRID BERGMAN
"BEST ACTRESS
OF THE YEAR!"

— NEW YORK
FILM CRITICS
CIRCLE



20th CENTURY-FOX presents

INGRID BERGMAN
YUL BRYNNER
HELEN HAYES

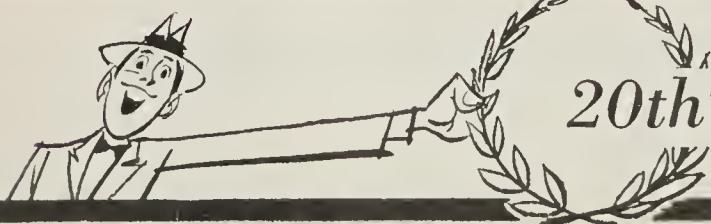
ANASTASIA

with
AKIM TAMIROFF
MARTITA HUNT
FELIX AYLMER

COLOR by DE LUXE
CINEMASCOPE



Produced by **BUDDY ADLER**
Directed by **ANATOLE LITVAK**
Screenplay by **ARTHUR LAURENTS**



20th's Crowning Achievement... Available Now!

BROADWAY GROSSES

(As of this Monday)

Holdovers Still Strong

NEW YORK—Most of the Broadway first-run spots continued to hold up with their film attractions after some record holiday booms. No new arrivals were recorded.

According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the breakdown was as follows:

"The Wrong Man" (Warners). Paramount (\$47,654)*—Third week was heading toward \$27,000.

"Anastasia" (20th-Fox). Roxy (\$81,388)—Fourth week looked like \$85,000 with \$58,907 in the till for Friday, Saturday and Sunday. Ice show on stage.

"The Teahouse Of The August Moon" (MGM). Radio City Music Hall (\$146,192)—The sixth week was anticipated at \$138,000, with Thursday through Sunday accounting for \$97,000. Christmas stage show.

"Bundle Of Joy" (RKO). Capitol (\$39,813)—This was heading toward \$20,000 on the third week.

"Zarak" (Columbia). Globe (\$11,754)—Second session was expected to hit \$15,000.

"The King And Four Queens" (UA). Mayfair (\$15,087)—Third week sure of \$15,000.

"The Rainmaker" (Paramount). Astor (\$24,538)—Fourth week expected to top \$29,000.

"Baby Doll" (Warners). Victoria (\$21,931)—Sensational at \$44,000 on third session.

"Hollywood Or Bust" (Paramount) Loew's State (\$18,644)—Third week sure of \$28,000.

*Figures in parentheses are 1956 weekly averages based on MOTION PICTURE EXHIBITOR reports.

Loew's Theatres Elects Baker

NEW YORK—George Theodore Baker, president of National Airlines since 1934, and also chairman of the board and a director, was elected to the board of Loew's Theatres last week. Baker succeeds Frank Pace, Jr., executive vice-president, General Dynamics, and former Secretary of the Army, who resigned to become a member of the board of the parent company, Loew's, Inc., with the approval of the U. S. District Court.

The Loew's Theatre board consists of Baker, Leopold Friedman, president of Loew's Theatres; Thomas L. Norton, Thomas J. Connellan, and Eugene Picker and John F. Murphy, vice-presidents.

I N D E X

VOLUME 57, NUMBER 11 JANUARY 9, 1957

SECTION ONE

EDITORIALS 4

THE NEW YORK SCENE

BY MEL KONECOFF 7

SHOWMANSHIP SWEEPSTAKES 10

NEWS OF THE TERRITORIES 14

EXTRA PROFITS EP-1—EP-8

SECTION TWO

THE SERVICSECTION SS-1—SS-4

(The Pink Reviews Section)

Schine Interests Guilty, Court Rules In Criminal Contempt Action

BUFFALO—Federal Judge Harold P. Burke in Federal Court has found the Schine Theatres interests guilty of criminal contempt in violating a 1949 Federal Court order to divest themselves of certain theatres. The jurist, however, set no sentencing date for J. Meyer Schine, Donald G. Schine, John A. May, Howard M. Antevil, Schine Theatres, Inc., Schine Theatrical Company, Inc., Schine Lexington Corporation, Schine Enterprises Corporation, Schine Circuit, Inc., Chesapeake Theatres Corporation, Hildemart Corporation, Darnell Theatres, Inc., and Elmart Theatres, Inc. While also finding Louis W. Schine guilty, Judge Burke said "no judgment of conviction should be entered against him," inasmuch as he died Nov. 5 last.

Judge Burke found that through the use of affiliated and subsidiary companies, the Schine interests circumvented a June 24, 1949, order of the late Federal Judge John Knight to sell 39 motion picture theatres. The contempt case was tried in 1954-55 before Judge Knight, who died without handing down a decision. It was then submitted to Judge Burke in 1955 with the record of the first trial, plus additional evidence. The latter ruled that the defendants "continued an illegal plan and scheme with each other after June 24, 1949, through March 10, 1954, at all time with guilty knowledge upon the part of each . . . which had the calculated purpose and effect of continuing the Schine defendants' exhibition and theatre monopolies and in preventing other theatres and exhibitors from competing with the Schine defendants."

J. Meyer and Louis W. Schine, May, and the Schine Circuit, the judge said, failed to dispose of the interests of the Schine defendants and the properties ordered to be divested. He said J. Meyer and Louis Schine and the circuit also violated the order by continuing a pooling agreement in Fostoria, O., where Schine operated theatres through the use of the Darnell and Elmart Corporation; by booking and buying pictures through Darnell and Elmart for theatres in which they had no financial interest; by acquiring interest through Darnell in the Pontiac Theatre, Ogdensburg, N. Y., and the Capitol, Oswego, N. Y.; by receiving discriminatory conditions not available to competitors; by licensing pictures in a way that placed them in a position to determine which pictures would be offered by distributors to the opposition; by using alternative licenses which permitted the showing of pictures in test theatres, to determine the price formula to be paid for showing them throughout the circuit.

Judge Burke said J. Meyer Schine, Louis W. Schine and May were officers in Schine Chain Theatres, Inc. He listed Schine Theatrical, Schine Lexington, Schine Enterprises, Schine Circuit and Chesapeake Theatres as subsidiaries of Schine Theatres. The circuit, he continued, owned and operated about 90 theatres in six states from which the divestitures were to be made under the court order and "which were not accomplished." Donald G. Schine, he found, as an officer in Darnell and Hildemart and as an em-

(Continued on page 9)

The NEW YORK Scene

By Mel Konecoff

EXPLOSIVE NOTE: Those calls from crackpots headlined in all the papers as "Mad Bomber Scares" didn't seem to keep people out of Broadway houses, for a check of grosses showed them to be better attended than ever for a holiday season. Maybe it made movie-going more of an adventure, or maybe they just didn't give the matter more than a passing thought.

We discussed the problem with a few of the managing directors of houses involved, and they agreed with the thinking that if the newspapers didn't play up the hoax calls which plagued police, theatres, schools, and places of business, the calls would drop off. The theory is that if the callers didn't see the fuss that their calls created and didn't see their efforts publicized, they would desist.

We understand that ushers have been instructed to keep their eyes open more so than usual and to report immediately any suspicious actions. We wouldn't be at all surprised if plain clothes police were mingling with patrons as there is a determined effort on the part of New York police to end this thing once and for all.

There are rewards totaling \$26,000 posted awaiting the arrest and conviction of the actual mad bomb planter who has been leaving his momentos around for years to kill or maim.

May 1957 be the year of his apprehension.

TREND OF THE TIMES: A dressed-up and cleaned-up version of burlesque tried to make a comeback in this city last week. While it's cleanliness and purity satisfied the Commissioner of Licenses, it didn't satisfy the paying public. Result: The house was forced to close after a week.

BOMBS AWAY: 20th-Fox gets on the ball quick like a bunny. They've announced that they will make "The Mad Bomber of New York City" as a feature-length film. Tony Muto, who headed the company's Movietone News Bureau in Washington, acts as producer. Press agents will be fortified with grenades on this one, and woe betide the unfriendly paper of newsmen.

H-H-L Sets Plans For \$25 Million Program

Hecht, Lancaster Welcome New Partner James Hill; Minimum Of Nine Features Planned For '57-'58 Slate

HOLLYWOOD—Harold Hecht and Burt Lancaster, whose production activities in the past few years have made their organization the largest independent film operation in Hollywood, welcomed officially last week James Hill as a partner in their enterprises, which will now be known as the Hecht-Hill-Lancaster Companies.

At the same time, it was announced that the Hecht-Hill-Lancaster Companies will project their global look to the amount of at least \$25,000,000 on a minimum of nine pictures to be produced here and abroad during 1957 and 1958.

Following completion of "Sweet Smell Of Success," now shooting, the 1957 production program includes George Bernard Shaw's "The Devil's Disciple," with Laurence Olivier, Burt Lancaster, and Montgomery Clift.

During the coming summer, the Terence Rattigan hit play, "Separate Tables," will start shooting. J. P. Miller is now writing the screenplay for "The Rabbit Trap," based on his own teleplay, with a view to mid-1957 production start. Another important picture to follow is Louis Peterson's Broadway play, "Take A Giant Step," with an all-Negro cast in the principle roles. The year-end will see a company at work on location in Burma on "Bandoola," for which John Gay is preparing the screenplay.

Early in 1958, the Hecht-Hill-Lancaster Companies will embark on the most expensive picture in its history. A budget estimated at \$5,000,000 has been allocated for A. B. Guthrie's Pulitzer prize novel, "The Way West," for which Clifford Odets is writing the screenplay. Besides Burt Lancaster and James Stewart, a third top male star will be added. George Axelrod will report this coming March to start preparing the screenplay for "The Catbird Seat," James Thurber short story. Nigel Balchin is writing the screen treatment of the Irwin Shaw best seller, "Lucy Crown." The ninth picture to be placed on the schedule will be "Tell It To The Drums," by Robert Krepps, which will probably be directed by Sir Carol Reed.

Other story properties now in active preparation include, "The Ballad Of Cat Ballou," a novel by Roy Chanslor; "The Hitchhiker," by George Simenon; "Tall Dark Man," by Ann Chamberlain; Ivan Turgenev's "First Love"; and "Blaze Of The Sun," a French novel by Jean Hougron.

Four Exhibs Seek SBA Loans

WASHINGTON—It was revealed last fortnight by the Small Business Administration that four applications, involving amounts from \$15,000 to \$20,000, for theatre loans had been received, although no action had been taken on any of them.

No names will be revealed at present, but it was learned that the applications came from regional offices in Connecticut, California, Georgia, and West Virginia.

Margolies To Exit B-V Post Effective Jan. 31

NEW YORK—Albert Margolies, director of advertising, publicity, and exploitation, Buena Vista Film Distribution Company, will terminate his association with the Walt Disney releasing subsidiary on Jan. 31.

"The parting is on the friendliest terms," stated Leo F. Samuels, president of Buena Vista, "and we can all look back to a very pleasant association."

Berger To Leave NCA Post

MINNEAPOLIS—Benjamin N. Berger announced last fortnight that he will retire as head of North Central Allied at the organization's spring convention on April 1.

"I have held the job long enough," Berger said. "It seems to me that the time has come for a younger man to take over. I have had great satisfaction in the office for I have seen many of the things for which I fought become realities."

Berger, independent circuit owner here, has served the Allied group for 11 years.

"Socker" Coe Mourned

PALM BEACH, FLA.—Charles Francis "Socker" Coe, former vice-president and general counsel, Motion Picture Producers and Distributors Association, predecessor of the Motion Picture Association of America, died last fortnight after a long illness.

AA International Business Rises Throughout World, Ritchey Says

NEW YORK—Business for Allied Artists International Corporation during 1956 registered gains ranging up to 138 per cent over the previous year in territories throughout the world, Norton V. Ritchey, president, announced last week.

Ritchey, who returned from a three-week survey tour of England and Europe, made his statement following home office conferences with Bernard J. Gates, AA International Latin American supervisor, and William E. Osborne, Near and Far East manager.

Osborne also revealed a number of important deals recently consummated for the distribution of Allied Artists pictures, and he and Gates both disclosed additions to overseas personnel in line with the company's continuing expansion program. "Grosses in Latin America increased 138 per cent in 1956 over 1955," Ritchey said. "England was up 25 per cent over 1955 and on the Continent we had an average increase of 65 per cent. Our Far Eastern and Near Eastern territories showed business 25 per cent better than last year.

Among the deals concluded by Osborne were agreements with African Consolidated Films, Ltd., of Singapore; P. A.

Cohen Joins Warners As Publicity Manager

NEW YORK—Appointment of Charles Cohen as Warners home office publicity manager was announced last week by Robert S. Taplinger, vice-president and



COHEN

director of advertising and public relations. Cohen, who resigned as assistant eastern publicity and advertising director for Allied Artists, also will be assistant to Meyer M. Hunter, national publicity manager.

Cohen succeeds Charles S. Steinberg, who is joining CBS radio network as director of audience promotion. He brings wide motion picture experience background to his Warners position. He was associated for more than 20 years with the publicity and advertising departments at MGM, Universal, and 20th-Fox.

During his five years at 20th-Fox, he served as assistant publicity manager and associate advertising manager. He also was the company's CinemaScope specialist, coordinating promotion of the anamorphic lens process.

Capp TV Series Mapped

NEW YORK—Al Capp, famed cartoonist, will present a new animated comedy-mystery series for television production and release by RKO Television in 1957.

Thunthi and Company of Rangoon; Carmen Zaragoza, Inc., of Manila; Eihai Company, Ltd., of Tokyo; International Films, Ltd., of Hong Kong; Ceylon Theatres, in Ceylon; Reks Films and Hikmet Tozman, both in Turkey; Great River Film Company in Formosa; Noor Alli and Company of Pakistan, and Allied Artists of Indonesia, Ltd., an independent company which is permitted to use the Allied Artists name in that territory.

A special deal was made in Australia with Hoyt's Circuit for first-run engagements of Allied Artists product. United Artists handles the physical distribution of AA pictures in Australia the company pointed out.

Gates announced the appointment of Albert Liberoff as manager of the AA branches in Argentina, and Artur Behr as AA International manager of Columbia. Liberoff, a native Argentinian, was affiliated with RKO for 10 years in various administrative capacities. Behr, widely experienced in the Colombian film industry, was formerly associated with both United Artists and Warners. Osborne reported that Wallace Orr, veteran Australian film man, has been appointed Allied Artists representative in Australia.

Weeks Sees Upsurge In Boxoffice Receipts

WASHINGTON—It was predicted by Commerce Secretary Sinclair Weeks in his New Year's Eve forecast of business that boxoffice receipts of motion picture theatres in 1957 will exceed the estimated \$1.3 billion figure for 1956.

New feature films will be reaching the screens, he explained, and they are "expected to represent an important factor in maintaining high boxoffice level receipts."

The cabinet member also predicted that the foreign market for U. S. films will continue to expand with remittance from abroad higher than the \$210 million estimated for 1956.

Likewise, equipment manufacturers should face no serious supply problems in 1957, international complications barred; however, the picture for theatre construction is not rosy in all parts of the country. This will be due to delays in obtaining steel in certain forms and shapes and other building problems.

Schine

(Continued from page 7)

ployee of Schine Chain Theatres, also participated in the scheme, including the acquisition of theatre in Fostoria by Darnell, an acquisition that the Schine defendants could not make directly.

Hildemart and Darnell also were used to conceal acquisition of half interest in a corporation which leased Margie Grand, Harlan, Ky., and to acquire the Rialto, Massena, Embassy, and Maryland, Cumberland, Md., and Weddington, Pikeville, Ky., it was ruled. Hildemart was used to conceal acquisition of equipment, while Darnell had arrangements to operate theatres of Lazar Theatres, Inc., from which Darnell received 75 per cent of the profits, the Judge said. When this plan was rescinded in 1952, the Schine brothers transferred Darnell's interest to Hildemart's subsidiary, Elmart, which then was used to acquire additional theatres in New York State, it was further decided.

Judge Burke rejected a defense contention that market conditions made the divestiture difficult, if not impossible. Still pending is a civil contempt action which, if won by the Government, would require the defendants to comply with the order in the future.

Schine Interests Appeal, Charge Court Erred In Ruling

An appeal for arrest of judgment and a new trial was filed by the Schine Theatre interests. In an 18-point petition, defense counsel Frank G. Raichle contended that Judge Burke erred in his finding against the defendants, and was asked to submit oral arguments on Jan. 14.

It was indicated at the time of filing that the date for oral arguments might be delayed at least one week and that the Government filing of any order of judgment to pave the way for sentencing of the defendants would be delayed until after such arguments. Raichle stated that a basic error in the Court's ruling was in its finding that there was a basic market for the theatres to be divested, after it had excluded defense testimony purporting to show that there was no market.

Paramount Backlog, New VV Lineup Provide Strong Program For 1957

"Squaw Man" Site Dedicated As Feature Film Birthplace

HOLLYWOOD—The famed "barn" on the Paramount lot last fortnight became a state registered landmark as California in ceremonies attended by civic and social officials extended historical recognition by dedicating it as the official birthplace of the feature length motion picture.

The barn, which has been maintained in a fine state of preservation and is now used as a studio gymnasium, was leased by Cecil B. DeMille on Dec. 16, 1913, for use in producing "The Squaw Man."

TOA Urges New Look At Foreign Product

NEW YORK—Ernest G. Stellings, president, Theatre Owners of America, last fortnight announced a new service for members in the nature of a new supplement to the monthly bulletin of the organization to be issued regularly and containing complete information on all available foreign and independent product, names and addresses of distributors, current and future releases, and other information in connection with production, distribution, and booking of specialized films.

Said Stellings, "There has long been a need for this service. Many exhibitors are unable to obtain information on this potential source of product. With the current product shortage, exhibitors are most eager and keenly interested in learning more about the use and availability of specialized foreign films and other independent productions. The TOA will continue its efforts to encourage more production from all sources. We urge all exhibitors to take another look at these types of films. They may have great potential boxoffice value in many situations."

The directors will be under the direct supervision of TOA's specialized foreign film committee consisting of Walter Reade, Jr., chairman; Myron N. Blank, E. D. Martin, Marvin Goldman, Walter L. Morris, and Carl E. Anderson.

Brotherhood Plans Set

NEW YORK—The National Conference of Christians and Jews has set Feb. 17-24 for its annual observance of Brotherhood Week, it was announced by William J. Heineman and Spyros S. Skouras, Jr., national co-chairmen of the amusement industry's Brotherhood Drive.

The 1957 Drive will be launched at the industry's 12th Annual Brotherhood Dinner on Jan. 24 in the grand ballroom of the Waldorf-Astoria Hotel in New York, honoring Jack L. Warner.

During Brotherhood Week there will be an intensive membership drive and fund raising campaign at more than 15,000 theatres throughout the country.

NEW YORK—In what is regarded by the company as the strongest program in its history, Paramount last week announced its schedule of top films for 1957, all in VistaVision. At the same time, Paramount has an impressive list of films, already finished shooting, awaiting release during the current year. They are "The Rainmaker," co-starring Burt Lancaster and Katherine Hepburn; "Gunfight At The OK Corral," co-starring Burt Lancaster and Kirk Douglas; "Three Violent People," which co-stars Charlton Heston, Anne Baxter, Gilbert Roland, and Tom Tryon; "Fear Strikes Out," co-starring Anthony Perkins and Karl Malden; "Omar Khayyam," starring Cornel Wilde, Debra Padget, Michael Rennie, John Derek, Raymond Massey, Yma Sumac, Maggie Hayes, and Joan Taylor; "Funny Face," co-starring Audrey Hepburn, Fred Astaire, and Kay Thompson; "Beau James," starring Bob Hope, with Vera Miles, Paul Douglas, Alexis Smith and Darren McGavin co-starred; "The Buster Keaton Story," starring Donald O'Connor, with Ann Blyth and Rhonda Fleming as co-stars; "Flamenco," co-starring Spanish actress Carmen Sevilla and Richard Kiley; "The Delicate Delinquent," Jerry Lewis' first solo-starring film, with Martha Hyer and Darren McGavin; "The Tin Star," starring Anthony Perkins and Henry Fonda; and "The Lonely Man," starring Anthony Perkins and Jack Palance.

Among the outstanding pictures which will go before the VistaVision cameras in 1957 are "Hot Spell," a Hal Wallis production starring Shirley Booth; "Running Wild," starring Elvis Presley, produced by Hal Wallis; "Furia," another Hal Wallis production, which will star Anna Magnani; "Sad Sack," also a Hal Wallis production, starring Dean Martin and Jerry Lewis; "The Five Pennies," film biography of jazz immortal Red Nichols starring Danny Kaye, to be directed by Melville Shavelson and produced by Jack Rose; "From Amongst The Dead," tentative title of the Alfred Hitchcock suspense thriller which will star James Stewart and Vera Miles; "Shortcut To Hell," to feature newcomer Robert Ivers, with James Cagney, making his debut as a director and A. C. Lyles to produce; "Teacher's Pet," a William Perlberg-George Seaton production co-starring Clark Gable and Doris Day; "Desire Under The Elms," a Don Hartman production co-starring Sophia Loren and Anthony Perkins; "The Matchmaker," another Don Hartman production, starring Shirley Booth, Anthony Perkins, and Shirley MacLaine; "Houseboat," starring Cary Grant, with Melville Shavelson and Jack Rose to produce; and "The Buccaneer," a Cecil B. DeMille production starring Yul Brynner, which Henry Wilcoxon will produce.

Paramount Seeks Record Firm

NEW YORK—Paramount Pictures was reported last fortnight as negotiating with Dot Record Company and seeking its control at a purchase price of \$3,000,000.

SHOWMANSHIP SWEEPSTAKES

1957 SERIES

Finalists In Contest No. 2

George Nonamaker

Editor

Human Interest Pays, Winning Exhib Finds

PHILADELPHIA—To help him sell "The Girl He Left Behind" this week's SHOWMANSHIP SWEEPSTAKES' winner Pat Buchieri, Cameo, Bristol, Va., enlisted the aid of the U. S. Army Reserve Corps to get a soldier leave so he could come home to visit 'the girl he left behind.' Buchieri centered his prize winning campaign around this human interest feature.

Other entries this week include several stunts found effective by a small town exhibitor in Georgia, and how another southern operator formed a kids' serial club for good results.

WINNING ENTRY

"THE GIRL HE LEFT BEHIND"

Submitted by Pat Buchieri
Cameo, Bristol, Va.

700 seats • 50 cents top admission
General patronage.

This being an Army picture, we tied in with the Army Reserve.

Things were started with an essay contest on the radio three weeks in advance of playdate. Girl friends and wives were asked to write in explaining why they wanted their servicemen home as "The Girl He Left Behind." In conjunction with this the Army made available the winning serviceman, who was issued a three day pass and the use of an army staff car while in town. The local newspaper picked this story up; and followed it through. The radio station announced the winner and stayed with the stunt until the serviceman left town again. The winner was supposed to arrive by plane; but he missed it and came in by car instead.

When it finally arrived we started our campaign. After he was taken to a scheduled press interview at which photographs were taken, he and his wife had a personal interview with army officials at the radio station. This was followed by dinner at the General Shelby Motel.

On Saturday night, last showing of previous attraction, he made an appearance and plugged the next attraction, "The Girl He Left Behind." And on the following night, Sunday, with his wife, the soldier was guest of the theatre and met some Army personnel under our marquee. At this time the local paper again took some pictures which appeared in Monday morning's paper. Also at this time our local television station, WCYB-TV took some film which was shown Monday night at 6:50 p.m. on the regular TV newscast.

MOTION PICTURE EXHIBITOR

— AWARDS —

\$100⁰⁰ Per Week

TO THE WINNER

OF

SHOWMANSHIP SWEEPSTAKES

YOU, TOO, CAN COLLECT!

SEND YOUR ENTRY IN NOW!

The stunt sure attracted a lot of favorable publicity for the theatre and our attraction; and once things started to roll the effort snowballed into a really big exploitation stunt for us.

It is one that might be repeated easily by others not only on this film, but on any one of similar nature. We were really suprised how cooperative Army personnel proved to be; but now realize how anxious they are to establish good public relations.

RUNNER-UP NUMBER 1

SEVERAL SMALL TOWN STUNTS

Submitted by Jesse L. Marlowe
Canton, Canton, Ga.

781 seats • 50 cents top admission
Small town patronage.

I should like to pass along for use by other exhibitors a little good will and business builder I have used as a pre-Christmas holiday stunt for a number of years. It works especially well in towns as small as ours.

This is in the form of special passes printed to read: "Early Christmas greetings from your Canton Theatre. Our

Christmas gift to the housewife. This pass entitles the bearer to see one program of her choice each week for five weeks." Dates appear on the bottom and when used the pass is punched by door-man.

We mailed and handed out personally 500 of these cards. This has proven a tremendous good will builder and has helped increase our business during the pre-holiday period. We found that a large percentage of the housewives will always bring someone with them and in that way we get extra money in the boxoffice that we might not have received; and the little stunt has a terrific value of getting people back into the theatre who probably have not attended for a long time. We actually receive many calls and notes thanking us for our thoughtfulness.

The cost of the cards and mailing does not exceed \$15, which is a very low cost considering the results obtained.

On "Teenage Rebel" we doubled our business. We felt the teenage crowd would go for this picture, so 10 days before playdate we used the catch lines "If You Are 16 You Are Old Enough To See This Picture," and "Every Daughter Should See 'Teenage Rebel'—Every Mother Must," etc.

We secured permission from the school superintendent to pass out at local high schools a form letter, as follows:

"Attention Parents—

"'Teenage Rebel' is high on the nation's mind. Is youth really bad? Who's to be blamed? These are the questions stirring a nation's conscience to a better understanding of the 'Teenage Rebel.'

"From the pulpits, from the press, from the schools, the hue and cry has been what to do with the 'Teenage Rebel.' Nerve-shattering headlines about juvenile delinquents have set the alarm.

"We believe that the motion picture 'Teenage Rebel' at your Canton Theatre (playdates) will help answer these nationwide questions. If your children are 16 they are old enough to see it. Every daughter should see 'Teenage Rebel,' every parent must. It is not easy to forget the things this grown-up motion picture says and shows.

"If your daughter will attend the Canton Theatre on Wednesday with either of her parents, or both, the daughter will be admitted free to see this film upon presentation of this letter to the cashier."

We purposely delivered these to all girls at the high schools, because we knew they would read it and as expected



Old time bally returned to the Broadway scene as exploitation of United Artists' "The King And Four Queens" got underway for the Mayfair. Shown above, left, is the stagecoach manned by cowpoke and maidens of the mesa, leaving for a Times Square cruise; on the right, Sam Saewitz, manager, Mayfair, greets crowned bally "king" and "four queens" in the lobby of the theatre.

it created a tremendous lot of interest and curiosity among the students. As expected we were busy answering the phone and questions several days before playdate. We had to explain over and over that children under 16 could also see the picture; but the interest aroused more than warranted the trouble entailed.

I know these little stunts may not sound like much but they are inexpensive and they did work for us in our small town.

RUNNER-UP NUMBER 2

"HIGH SOCIETY"

Submitted by Nat Bernstock
Loew's Jersey City, Jersey City, N. J.
3250 seats • 90 cents top admission
General patronage.

Highlights of our recent campaign on this picture were a tie-in with a bridal gown shop for a giveaway of a bridal gown to the winner of a letter writing contest "What High Society Means To Me" in 100 words or less.

Several hundred "tent" cards were placed in restaurants and bars inviting customers to ask for a "High Society" cocktail for enjoyment and to go to the movies to see "High Society" for further delight and enjoyment.

Local buses traveling through Hudson County as well as into New York at the Terminal had cards placed on their side windows reading: "Take This Bus To See 'High Society' at Loew's."

In addition to the "tent" cards, we had table and counter mats in restaurants and drug stores. While persons ate they read our ad which was set in front of them.

A special tieup with "Casino In The Park" restaurant resulted in a "High Society" Champagne Hour dance contest. This was plugged three weeks prior to our opening of the film. On the night of the contest, the band played a full hour of music from the picture; then the contest was held. A gold cup was given to the winning couple; and passes to runners up. This proved a most effective stunt.

We had a record player in our lobby and played the score from the film in advance alongside of a 40x60 display. Local music shop furnished records and was grateful for the tieup.

Window and store displays were obtained in the record department of a large department store; Woolworth's; and, of course, the bridal gown shop, which gave us the wedding gown for the give-away.

In another tieup we distributed 500 bottles of Intermezzo perfume free to the first 500 ladies entering the theatre on opening date of the picture.

RUNNER-UP NUMBER 3

KIDS' SERIAL CLUB

Submitted by B. E. Smiley
Dixie, Scotland Neck, N. C.
630 seats • 40 cents top admission
Small town patronage.

By forming a children's Serial Club, we believe we have found the one sure way of keeping interest alive in these chapter thrillers for the entire 12 or 15 weeks of their running time.

We issue special SERIAL MEMBERSHIP CARDS to the kids. These bear a thumbnail cut of the serial current; an explanation that "Each new chapter of this serial you see the cashier will punch



Mrs. John T. Clark, left, was recently informed in Albany, N. Y., that she had won Columbia's Air France "Safari" of a real safari to East Africa with her son, James, right. Bringing the good news were Stanton Patterson, assistant manager, Palace, and James Nullmeyer, representative, Warwick Productions. Mrs. Clark won the Albany contest, then defeated 50 others in national competition.

your Serial Card. After seeing chapters 1 and 2, see chapter 3 FREE. Keep your card and see every third chapter FREE if you don't miss a chapter!" Numbers for convenient punching by the cashier are printed around the edges of the small cards, which measure 3½ inches wide x 2¼ inches long.

The gimmick works in our favor, really. While the kids are proud to become Serial Club Members and glad to get something for nothing, only a few can be depended upon to take full advantage of the offer, as the small cards are easily lost and misplaced. Few kids have wallets to preserve the cards. While most get advantage of seeing the third chapter free, by the time the sixth chapter, the ninth, or the 12th roll around, the number of free ones gets smaller and smaller.

We have found that our concession sales have been helped considerably by our issuing slips good for five cents at our candy counter to all kids attending Saturday matinees at the noon show.

Although it has nothing to do with our kids' shows, we have found in our small town location that it has paid us to have a special late show on Saturdays starting at 10:30 p.m. at which we run a more sophisticated or adult type of film from the two usually shown on Saturdays. For instance, at a recent late show we had "Girls On Probation," whereas our regular Saturday double feature was "Gorilla At Large" plus a western feature, the serial, and three cartoons. We boost our admission slightly for the late Saturday shows, and the people do not squawk. These shows have a running time of around an hour and three-quarters and our people seem to like the later break. We get some people to both our 8:30 p.m. show and the 10:30 p.m. show.

RUNNER-UP NUMBER 4

DON'T START A HABIT YOU CAN'T STOP!

Submitted by Eugene Plank
Fabian's Embassy, Reading, Pa.
2500 seats • 75 cents top admission
General patronage.

As soon as we learned that the theme of "Bigger Than Life" was the effects of the misuse of a drug we went to work on our exploitation campaign.

Warwick Plans 13 For '57-'58 Production

NEW YORK—Warwick Film Productions, Ltd., headed by Irving Allen and A. R. Broccoli, announced a program of 13 motion pictures to be produced during 1957 and 1958 for a total production budget of \$18,000,000.

Warwick, currently about to celebrate its fifth anniversary, now has completed production on three films to be released by Columbia during the first half of 1957. These include "Zarak," "The Most Wanted Woman," and "Fire Down Below."

In announcing their imposing production schedule, Allen and Broccoli indicated that the stories which have been selected are in keeping with Warwick's concept of turning out product for the international market.

"With the shortage of boxoffice stars, we feel we have a responsibility to ourselves and to the motion picture industry to bring new personalities to the screen. We feel, however, that such personalities with only American appeal are not capable of enticing worldwide audiences. Consequently, we are seeking 'international faces' who will appeal to European, Asian, and African audiences, as well as to the domestic."

U-I-Astaire Promotion Set

NEW YORK—Universal and the Fred Astaire Dance Studios have developed a joint promotion in connection with the release of U-I's "Rock, Pretty Baby," which will introduce a new Rock and Roll dance routine to be promoted through local newspapers and the 100-odd Fred Astaire Dance Studios.

But—how to exploit a pill?

We decided to distribute a kind-of pill to the public. First, we had to find a way to get the so-called pill into the public's hands; and still get in a plug for the picture.

The most simple way seemed to be to put the pill into a small envelope, much the same kind of a pill envelope used by doctors to give out pills. So, we had several thousand made up, with the following inscription on the front: "Warning. One pill and you will feel you can handle anything! See 'Bigger Than Life'—Embassy. (Playdates). Don't start a habit you can't stop!"

Now, for a pill—what could be more harmless and just as effective as a candy pill? We purchased several pounds of red cinnamon candies, often referred to as red devils, and proceeded to put them in the envelopes.

A week before the picture opened we gave them out to patrons coming to the theatre. A college student volunteered to distribute some at the school she was attending. The school is not far from the theatre, and the students could attend without too much transportation difficulties. Our aides covered most of the high schools in their spare time of their own free will. Some of the larger factories and industrial plants were also covered. Most of the pills, however, were handed out to people shopping on main street.

A lot of favorable comment was received. The majority of the people thought it was an excellent way to advertise.

SOON! YOUR BIGGEST SINCE 'MISTE



**THIS IS
THE TOUGHEST
YOUNG
GENERAL
IN THE
U.S. ARMY
!**

Why do they call him "Ironpants"?

Susan Hayward and Kirk Douglas
and it's the laughiest war-of-the-s

HAPPINESS-MAKER ROBERTS'!



? ? THIS IS
THE TOUGHEST
YOUNG
GENERAL
IN THE
U.S. ARMY
?

re having a **"Top Secret Affair"**
es since comedies grew up!

TON RACKIN • MILTON SPERLING Supervising Producer • Directed by H. C. POTTER

PRESENTED BY WARNER BROS.



NEWS OF THE TERRITORIES . . .

Theatre Boycott Set As "Baby Doll" Protest

ALBANY—The Roman Catholic Bishop of this diocese last fortnight forbade Catholics here to attend movies shown in the Strand for a period of six months. His action followed the opening of Warners' "Baby Doll" in the house after the management had tried unsuccessfully to cancel its contract for the picture with the distributor. Churchgoers of other faiths were urged to join in the boycott.

The Most Reverend William A. Scully, local prelate who is prominent in the administration of the National Legion of Decency, which last month condemned "Baby Doll," declared that "the Stanley Warner Corporation . . . has adopted the policy of showing condemned motion pictures . . . we call upon our fellow citizens of all faiths to refuse to accept motion pictures which are morally repellent. 'Baby Doll' emphasizes lust and is degrading and corruptive."

Unless Stanley Warner had been released from its contract to show "Baby Doll," it would have had the choice of running the film or paying Warners the estimated receipt it would have earned if shown, which were calculated at approximately \$15,000.

At the same time, the neighborhood Madison was accused of showing too many films classified by the Legion of Decency as "B," and the Right Reverend Monsignor Edward J. Maginn urged members of St. Vincent de Paul's Parish, the largest Catholic congregation in the city, to refrain from patronizing that theatre for two weeks. In Glens Falls, N. Y., the publishers of two newspapers, the Post and the Times, refused to accept advertising for "Baby Doll," slated to be shown in the local Stanley Warner house despite strong protests.

Albany

Variety Club slated a testimonial dinner this week to honor Jack Goldberg, retiring MGM branch manager and one of the original members of Tent Nine. Judge Daniel Gutman, counsel to Governor Harriman, was to be guest speaker, and among those expected to be present were Jack Byrne, eastern division sales manager; George Lynch, Schine chief buyer; and Sid Kallet, Kallet chief buyer. Dinner co-chairmen were Norman Weit-

Veteran Conn. Exhib Dies; Wife Continues Operation

TORRINGTON, CONN.—Joseph F. Reed, Sr., 70, veteran Connecticut exhibitor, is dead. He operated the Bantam, Bantam, and the Bryant Memorial, Washington Depot.

His wife, Mrs. Constance Culpepper Reed, will continue operation of the two theatres.

man, U-I branch manager, and Jack Hamilton, Berlo branch manager. The Club's annual Denial Drive for Camp Thacher, headed by Lewis A. Sumberg, starts Jan. 13. . . . Employees of 20th-Fox won a four-week salary bonus for exceeding quota in the final quarter of the company's worldwide sales drive under branch manager Clayton Pantages.

Atlanta

Louis Formate, MGM, Philadelphia, was a visitor. . . . Betty Rary, United Artists, has resigned. . . . The WOMPI gave a party for the Salvation Army Girls Club at RKO. . . . Bertha Fish, Republic, became a grandmother. . . . Sam Harrison, Republic head shipper, was extended sympathy upon the death of his mother. . . . The DeSota Drive-In, Brownsville, Fla., was sold by Mr. and Mrs. George West to John Jackson. . . . The Arcade, West Palm Beach, Fla., has been sold for \$65,000 to Florida Coastal Theatres. . . . A. J. Abbadseea was named manager, Beach and the Beach Drive-In, Jacksonville.

Boston

Columbia has moved to its new, ultra modern office building at 45 Church Street. The building, estimated at a cost of about \$150,000, was started during the summer. It is built on six parcels of land on the corner of Winchester and Church Streets on 5,000 square feet of land, with parking space equalling 2,000 feet. The building is of yellow brick, with stone and marble trimmings, and is air-conditioned throughout. On the first floor are the shipping rooms, inspection room, and storage space. On the second floor, up an attractive circular stairway, are the district manager's office, that of the branch manager, the booker's desks, recreation room with kitchen facilities, and the rest rooms. There is also a large reception room and small private rooms for the secretaries of the executives. . . . The sudden death of Mrs. Mary L. Lydecker, president and treasurer, Film Exchange Transfer Company, has made no difference in the status of James Marshall, who continues on as general manager. New officers of the largest film company in New England will be elected at a forthcoming meeting. . . . Arthur Rosenbush, who manages the Nashua, N. H., Drive-In for Yamins Enterprises, is assisting Ray Feeley at the Fairmount, Hyde Park, and the Lexington, Lexington, during the winter months. Edward Linder, general manager, Yamins Theatres, called together George Freeman, manager, Manchester, N. H., Drive-In, and Rosenbush

Jimmy Fund Drive Tops All Other Years

BOSTON—With a deep sense of gratitude to the showmen throughout New England and to all who participated, general chairman Ted Williams and co-chairmen Edward Fay, Joe Cronin, and William Koster announced that \$512,215 was contributed by the public to make this year's Jimmy Fund Drive the most successful ever.

In making the announcement, the campaign leaders said the raising of more than a half million dollars was done on an entirely volunteer basis by theatre people, the sporting world, chiefs of police, Little Leaguers, civic, fraternal, and industrial organizations, children and housewives. Expenses involved in the campaign were cared for by personal checks from the trustees of the Jimmy Fund Foundation and the Variety Club of New England. Every community throughout New England, regardless of size, wherever baseball broadcasts were heard, or where a movie theatre is located, gave its support and is represented in this year's returns.

As well, motion picture trade papers, newspapers, radio and TV stations, and their sponsors were cooperative in bringing to the attention of the public the importance of furthering research to help children afflicted with cancer and were, in a substantial way, responsible for the success of the Drive.

At the present time, 301 children with cancer are undergoing treatment at the Jimmy Fund Hospital. These children come not only from every section of New England but also from every state in the union and from many foreign countries.

to discuss plans for an early spring opening of both ozoners. . . . On Christmas night a bandit held up the cashier of the Broadway, South Boston, and escaped with \$50 after threatening Mrs. Marie Downey, who was in the booth.

NEW HAMPSHIRE NEWS—The management of the Strand, Dover, promised free passes to all those able to sit through a live horror show held recently, as well as two horror pictures on the screen. . . . The State, Nashua, recently featured an all-French double feature, "La Petite Aurore" and "L'Enfant Martyre." . . . Martin Dedo has leased the Park, Jaffrey, to Glenn Hunt, who has been affiliated with Woodbound Inn and has had promotion experience.

PROVIDENCE, R. I., NEWS—The Majestic was added recently to the list of victims of fake bomb scares in this area. Twice within 24 hours, the hoax brought squads of police to buildings which were supposed to contain a bomb. Brant College evacuated 800 students prior to the Majestic scare. At the theatre, 350 patrons continued to watch the screen attraction while police searched the house after a call was received at night by Edward J. Kelley, treasurer, who said the anonymous caller warned that a bomb would go off between 11 p.m. and midnight. The sale of the Majestic has been publicly announced in local newspapers. Harry Feinstein, zone manager, Stanley Warner, was recently here and issued a

TEASERETTES

PREVUES

ADVANCE

CROSS PLUGS

FAMOUS FOR MANY USES!

These 3 frame trailers feature art backgrounds, photos and compelling off-stage voice! NO CONTRACTS, NO RETURNS!

FILMACK

1327 S. WABASH CHICAGO 5, ILL.

\$1.75 each

New England Circuit Won't Play "Baby Doll"

BOSTON—"Baby Doll" was banned by Maine and New Hampshire Theatres Circuit, controlled by Joseph P. Kennedy, former ambassador to England, on the grounds that it is "immoral."

John Ford, general manager of the 11 theatre circuit in upper New England, three in New Hampshire and eight in Maine, is reported to have said in the newspapers, "we wouldn't play the film if we got it for nothing. We consider it immoral." The home office of the circuit is in Boston.

Kennedy, prominent Catholic layman, is said to have "definitely disapproved" of the film, although he has admitted that he has not seen it. Head booker William Sullivan, however, saw the film at the trade screening at the 20th-Fox Little Theatre and handed in a "very bad report" on it. On seeing the report, Kennedy expressed strong disapproval and banned its showing in the 11 theatres which he controls.

"Baby Doll" is scheduled to open Dec. 31 at the Metropolitan here, the 4,200-seat flagship of New England Theatres, Inc. The management has announced in the newspapers that no one under 18 years of age will be admitted, with extra details of ushers on duty to enforce the ruling. Prices will be \$1.50 top for opening day and New Year's Day, with \$1.25 top for the regular run.

statement to the press. Complete details of personnel changes will be made known later.

Buffalo

New officers of the Variety Club, Tent Seven, were installed in the course of a men's luncheon in the Delaware Avenue headquarters. The first crew meeting of the new year was set for Jan. 12. There will be a meeting of Women's League board members Jan. 17, and an installation dinner on Jan. 27. . . . The MGM staff gave a farewell party to honor Edward R. Susse, salesman promoted to Albany branch manager, in Amigone's Restaurant. . . . New members of the Variety Women's League include Mary Altman, Alta Balsler, Mildred Buxbaum, Leonore DiVita, Frances Horan, Alda Hunt, Helen Johnston, Jennie Loonsk, Estelle Mittleman, Angeline Muffaletto, Ann Neenos, Ruth Ostrofsky, Shirley Rose, Rebecca Rosenberg, Dorothy Shanahan, Mary Jane Stevenson, and Lillian Greenbaum. . . . The Teck management calculates that the three Cinerama productions have been viewed by 1,187,694 patrons since March 15, 1955, when "This Is Cinerama" opened in the house.

Chicago

The Police Censor Board took a second look at Warners' "Baby Doll" and okayed it for adults only. . . . A one night presentation of "La Strada" was given in the World Playhouse for the benefit of First Aid for Hungary. . . . Henry Voss, retired manager, presented gifts to scores of needy children during the holidays. . . . A special New Year's Eve showing of "The Ten Commandments"

New Theatre Company Enters Scene In Chicago

CHICAGO—Daniel Newman, movie owner, impresario, and publicist who successfully operated the Astor for many years until he sold it to make way for a synagogue, has organized the Danalart Corporation, which will own and operate theatres. He is president of the new company. The Acadia, which had been closed, is the first acquisition of the circuit, which reopened the house on Christmas Day after complete refurbishing.

Other members of the corporation are Alvin Frank and Arthur Gould. Frank was Astor manager and is now part owner with Newman in the Chelton. Gould is a veteran booker.

was concluded at 4 a.m. with coffee and doughnuts served in the McVickers lobby. . . . Balaban and Katz declared a one dollar year-end dividend, instead of the usual 50 cents. . . . Popcorn will be omitted from the concession stand in the Selwyn, by order of Mike Todd, during the showing of his "Around The World In 80 Days."

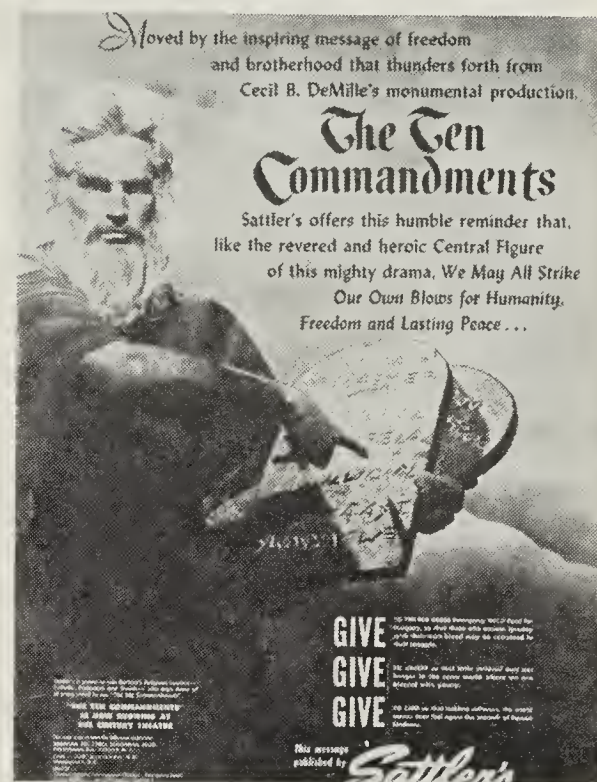
Plans of certain groups to picket "Baby Doll" in the Chicago simmered down to nothing. . . . Vincent O'Leary, Majestic manager, East St. Louis, Ill., was chosen president. Exchange Club there. . . . Mickey Weinstein, who had been managing the Holly, bought the Embassy from Duke Shumow. . . . Frank Anderson, manager, North Avenue, before it was closed for the winter, was named Irving manager. . . . Thirty-five B and K managers who had closed at midnight were a bit sleepy as they attended a mid-morning holiday breakfast given them by the organization. Heads of departments and other executives swelled the number to 70. President John Balaban described his forthcoming "Life Of St. Christopher" and executive vice-president David Wallerstein added details. General manager Nate Platt praised the work of the personnel.

Discontinuance of the four per cent tax on admissions to movies in Waukegan, Ill., has been authorized by the city council, starting May 1. The levy will be replaced by a tax of 30 cents per seat annually. Last year, the three theatres in the city paid a total of \$18,000 in taxes. They will



R. L. Huffman, branch manager, MGM Charlotte exchange, is seen congratulating Frank Savage, Jr., recently promoted to office manager; Hugh McDonald, now city salesman; and Walter A. Thomas, elevated to head booker.

Public Service Appeal Via "Commandments"



BUFFALO—Inspired by Cecil B. DeMille's Paramount release, "The Ten Commandments," a local department store during the holidays interrupted its customary advertising of wares to confront newspaper readers with imposing full-page appeals to humanitarianism.

Published "in the spirit of public service" by Sattler's department store, advertisements in the Sunday Courier-Express and the Evening News were keyed to the theme in the DeMille motion picture, urging readers to give to the Red Cross, to UNICEF, and to CARE. The figure of Moses, as portrayed by Charlton Heston in "The Ten Commandments," dominated the advertisements.

The appeal on behalf of the three humanitarian organizations was preceded by this top-of-page boldface copy which stated, "Moved by the inspiring message . . . that thunders forth from Cecil B. DeMille's monumental production . . . Sattler's offers this humble reminder that, like the revered and heroic central figure of this mighty drama, We May All Strike Our Own Blows for Humanity, Freedom and Lasting Peace . . ." Elsewhere on the page it was said, "Sattler's is proud to join Buffalo's Religious Leaders—Catholic, Protestant and Jewish—who urge those of every creed to see 'The Ten Commandments' . . . now showing at the Century Theatre."

pay about \$1,000 a year under the new tax plan.

Cincinnati

With top films being screened in area key houses, year end business was reported excellent. All Film Row salesmen were in from their territories for the holiday week. . . . Branch managers away for the holiday included E. C. DeBerry, Paramount, with his family in Charlotte, N. C.; Jack Finberg, UA, with his mother in Cleveland, O.; and George A. Kirby, Republic, in California and Mexico. . . . The Variety Club held its usual enjoyable New Year's Eve party in the Hotel Metropole clubrooms. . . . Sales of gift ticket books at local RKO houses this

Exhib Found Guilty In Tax Evasion Case

CHICAGO—John Krafcisin, Apollo and Cornell owner, was sentenced to three months in prison and fined \$5,000 after pleading guilty in U. S. District Court to evasion of income and theatre admission taxes. He admitted delinquency on \$14,750 in income and \$4,222 in theatre taxes during 1949 and 1950.

United States attorney William Barnett said the defendant's tax evasion during 1945 to 1952 was about \$250,000. Barnett said Krafcisin reported income of \$45,000 from 1945 to 1950, when actually it was around \$450,000, and the government was lenient prosecuting for only the 1949-1950 period. Federal Judge Campbell granted a stay in the sentence so that defendant could arrange his affairs and spend the holiday season with his family.

season were on a par with previous years' sales. . . . R. M. Hall, controller, and Ted Rose, chief engineer, Chakeres Circuit, were in Shelbyville, Ky., to assist Hal Faught, manager, Shelby, with a successful car giveaway promotion. . . . Ronald Ante is new Paramount bookers' clerk, replacing Barry Malas, now in the Army. . . . Stuart Jacobs, Paramount assistant sales manager, and William Yeakley, manager, Markay, Jackson, O., have resigned. . . . Irving Tombach, Warners area public relations man, and Jane Goodpaster, Hit Records local office, were married. . . . Harry Sheeran, MGM assistant branch manager, was in Springfield, O.

COLUMBUS, O., NEWS—Christmas week business was good with special attention paid by patrons to "Bundle Of Joy" at RKO Palace, "Westward Ho The Wagons" and "Disneyland U. S. A." at Loew's Broad, and "Hollywood Or Bust" at Loew's Ohio. . . . Manager Walter Kessler of Loew's Ohio arranged a telephone interview with Clark Gable for Charlotte Curtis, society editor of the Columbus Citizen, in advance of the opening of "The King And Four Queens." . . . Norman Nadel, theatre editor of the Columbus Citizen, will go to New York in mid-January for a look at new plays and films. . . . Louis Sher of the Bexley art theatre booked seven films while on a recent New York booking trip. The films include "Lady Chatterly's Lover," "The

World's Top Film Fan Sees 441 Pix In '56

WACO, TEX.—George Washington Raborn, the man Hollywood has acclaimed the world's undisputed champion moviegoer, has returned to his home here from the Olympic Games in Australia. He has seen 6,822 movies since he was nine years of age.

When Raborn's plane crossed the International Date Line in the Pacific, enroute to the Games, he ended a record of having seen at least one movie a day during 1956. He had seen 441 movies so far in 1956, breaking his old record of 401 in 1951. Raborn said he would try to see a movie every day during 1957. He has seen "King Kong" 37 times, but has seen only a few movies on television.

Dressmaker," "The Magnificent Seven," "We Are All Murderers," "The Last Bridge," and "The Grand Maneuver." . . . Prices of \$2.50 per seat for the Colony and \$1.75 for the Putnam and Ohio have been set for the Marietta, Ohio, Feb. 14 world premiere of Universal-International's "Battle Hymn" starring Rock Hudson as Col. Dean Hess, Marietta minister who became a fighter pilot. Premiere committee pointed out that revenue from sale of tickets would defray only part of the premiere expenses and that in no case would there be an attempt to make a profit. The Marietta Chamber of Commerce is underwriting the premiere.

Cleveland

Eva Urdang, secretary to M. B. Horwitz, president, Washington Circuit, spent the holidays in Mount Sinai Hospital, where she was taking tests for possible surgery. . . . Lorain, O., theatre owners, managers, and projectionists recently cooperated to turn over approximately \$100 to the Will Rogers Hospital Fund. They all salvaged copper drippings from carbons, and sold them for a good sum. It has been suggested by John Tender, Tivoli, that this become an annual Lorain project and that, eventually, it be expanded nationally. . . . Nat Barach, National Screen Service branch manager, aimed this year to equal his results on last year's Christmas Merchants Plan, but when he added up the business he found his organization had established a new record in spite of the fact that there were fewer theatres open this year. . . . Harry

"Baby Doll" Hassle Stirs Censor Revival

COLUMBUS, O.—Condemnation of "Baby Doll" by the Legion of Decency and "certain dignitaries of the Catholic Church" probably will have "exactly the reverse effect of what was intended," said Robert Wile, secretary of the Independent Theatre Owners of Ohio.

"Obviously, the more publicity that is given to the condemnation, the more people will be induced to see the picture," said Wile.

Wile said that "undoubtedly the L. of D. condemnation of 'Baby Doll' will be discussed in legislative committees when they start consideration of inevitable bills to reinstitute censorship."

It is anticipated that one or more bills to revive state censorship will be introduced in the 1957 biennial session of the Ohio Legislature, which convenes in January.

Wile said that while the Legion of Decency has the right to tell Catholics to stay away from the picture, "we do not think that the Legion should impose its own standards on the entire country."

Norman Nadel, theatre editor, Columbus Citizen, said when one picture is singled out for condemnation "the effect is to create the impression in their congregation that all movies are bad. No one—or very few clergymen—seriously takes that attitude or intends to create such an impression. Yet such an impression is bound to follow, when the only mention of motion pictures is in terms of condemnation."

Nadel said that clergymen should "commend what they believe to be of a strong, positive spiritual value" in films.

Buxbaum, Paramount branch manager, was ill with a virus. . . . Ray Schmertz, former 20th-Fox sales manager who is now Indianapolis branch manager, was in. Upon his return to Indianapolis, he was installed a chief barker, Variety Club, and then initiated into the Masons. . . . Joe Krenitz returned from Florida to become a member of the local MGM exchange as salesman, succeeding Jerry McGowan, who resigned several months ago.

Dallas

Six Hungarian refugees interpreted a cowboys-and-Indians movie as the current condition in Texas and said, "No, thanks," to an offer to come to Dallas. Dick McDonald, executive director, Dallas Hungarian Freedom Committee, said he had been notified by Camp Kilmer, N. J., that six substitutes had been made in a list of 86 Hungarians slated to come here, after they were treated to a western movie. . . . The Variety will reopen in mid-January as the Fine Arts, the redecorated house to offer only first-run foreign and art films. New furnishings and all new projection equipment are being installed, according to Trans-Texas Theatres. A new manager also is to be appointed. Harold C. Novy, of the circuit's Austin, Tex., office, has moved to Dallas to become assistant to the president, Louis Novy. . . . Mike Todd arrived here from Houston for the opening of "Around The World In 80 Days." He was accom-



The new Universal film exchange in Detroit is shown on the left; on the right, left to right, P. T. Dana, division manager; F. T. Murray, manager of branch operations; and P. F. Rosian, district manager, are seen congratulating R. B. Graff, branch manager, at the grand opening of the new building.

Interstate Circuit Sets Managerial Changes

DALLAS—James O. Cherry, city manager, Interstate Theatre Circuit, has announced managerial changes in local houses. James Reynolds was to move from the Inwood to the Tower in time for the opening of "Around The World In 80 Days." Alec Barr, formerly at the Village, will replace Reynolds. John Casler, who managed the Tower, will assume a similar post at the Lakewood, and Tony Todora will move from the Lakewood to the Village. Reynolds has been with Interstate for the past 20 years, and started as an usher. He managed the Inwood for the past two years.

Record sales of books of theatre tickets to be presented as holiday gifts was reported by Cherry at the same time. Available at all Interstate houses, the books were priced at 99 cents, \$3, \$5, \$7.50 and \$10. Free guest passes were included in every book, starting with one free ducat in the \$3 book.

panied by R. J. O'Donnell, vice-president and general manager, Interstate, and other officials of the circuit, who met him in Houston and accompanied him for the opening here in the Tower. . . . Daniel O. Hulse, who has been in the theatre business nearly a quarter of a century, has been named manager, Grove. He succeeds Roy Gothard, transferred to the Red Bluff Drive-In, Houston, by the Phil Isley Circuit. . . . Marvin Godwin, Superior Booking Service, announced he would book for C. D. Leon Theatres. . . . Mikki Brooks, formerly with Leon Theatres, is the new secretary, Allied Theatre Owners, replacing Helen Jane Hahn. . . . Robert J. O'Donnell, vice-president and general manager, Interstate Circuit, has been appointed to the board of directors, National Milk Bowl, which annually stages a football game for kiddie football players. . . . The French comedy, "Papa, Mama, The Maid And I" opened in the Coronet as the first attraction in the theatre's eighth anniversary celebration.

Denver

Cooper Foundation Theatres, with headquarters in Lincoln, Neb., is building a \$250,000, 900-seat theatre in Greeley, Colo. This gives them two houses there, since they already operate the Sterling. The new house will have a 45-foot screen, stereophonic sound, and all other modern improvements. . . . Two Film Row unions elected officers. Front room employees, IATSE, named Robert Bowlin, president; Jack Pattison, vice-president; Ida Schultz,

Watch for them!

NEXT!
Atlanta Territory
 Issue of January 16
Denver Territory
 Issue of January 23

Save them!

Film Exchange and Dealer Listing for the BOSTON FILM TERRITORY

A CONTINUING SERVICE • that will be re-edited and re-published at 8-month intervals

• Film Distributors

ALLIED ARTISTS, 39 Church St.—HAncock 6-4360

Dist. and Br. Mgr.: Ben Abrams. Sls. Mgr.: Jerry Callahan. Sales: Frank Hyland. Office Mgr. and Booker: Charles Wilson. Cashier: Inez Weinstein. Emerg. Phone: HAncock 6-4360.

BUENA VISTA (Disney), 260 Tremont St.—HAncock 6-9360

Br. Mgr.: John Feloney. Booker: Florio Simi. Cashier: Walter McIntosh, regional auditor. Emerg. Phone: HAncock 6-9360. (Dist. Mgr. in residence: Herbert J. Schaefer)

COLUMBIA, 61 Church St.—HAncock 6-9890

Br. Mgr.: Thomas F. O'Brien. Office Mgr.: Eleanor Ahern. Sales: Saul Simons, Harvey Appell, Meyer Fox, Carl Myshraill. Bookers: Abe Barry, John Walton, Warren Gates. Cashier: Sarah Lourie. Field Exp.: John Markle. (Div. Mgr. in residence: Harry Rogovin)

CONTINENTAL, 20 Winchester St.—HAncock 6-0788

Br. Mgr.: Ellis Gordon. Emerg. Phone: None.

DCA (Distrib. Corp. of America), 50 Melrose St.—HAncock 6-5291

Br. Mgr.: Al Herman. Booker: Irving Shiffman. Emerg. Phone: Herman, BE 2-7321.

EMBASSY PICTURES, 20 Winchester St.—HUBbard 2-3325

Br. Mgr.: Joseph Wolf. Office Mgr.: Frances Greenberg. Sales: Jack McCarthy. Booker: Harold Levin. Cashier: Robert Mercuri. Field Exp.: George Kraska. Emerg. Phone: Wolf, HO 9-0756. (Pres.: Joseph E. Levine)

FEDERAL FILM, 40 Piedmont St.—HAncock 6-4288

Br. Mgr.: Lewis Ginsburg. Sales and Booker: Melvin Davis. Emerg. Phone: None.

I.F.E. (Italian), 246 Stuart St.—HAncock 6-5135

Br. Mgr.: S. E. Feld. Emerg. Phone: CO 6-6764.

METRO-GOLDWYN-MAYER, 46 Church St.—HAncock 6-0044

Br. Mgr.: Benn Rosenwald. Sls. Mgr.: Benjamin Bebbick. Office Mgr.: Charles School. Sales: Ray Curran, Joe Rahilly, Henry Scully. Head Booker: Charles F. Repec. Bookers: Joseph Rathgeb, Francis Driscoll, Jack Israelson. Cashier: Mary Brashear. Field Exp.: Floyd Fitzsimmons. Emerg. Phone: HAncock 6-0047.

PARAMOUNT, 58 Berkeley St.—HAncock 6-1070

Br. Mgr.: Gasper Urban. Sls. Mgr.: Jack Gubbins. Office Mgr.: Ed Bradley. Sales: John Kane, Bud Lewis, Wendell Clement. Bookers: Gil Norton, Al McIntyre, Bill Hepburn, Bob Moore. Cashier: Rose Godes. Field Exp.: Arnold VanLeer. Emerg. Phone: HAncock 6-1070. (Div. Mgr. in residence: John Moore)

REPUBLIC, 40 Piedmont St.—HAncock 6-4288

Br. Mgr.: Judson Parker. Sales: Jack Martin, George Somma. Bookers: Thomas Morton, Gordon Bradley. Cashier: Edith Meyrowitz. Emerg. Phone: Morton, DE 3-1819R.

RKO, 122 Arlington St.—HAncock 6-0457

Br. Mgr.: Otto Ebert. Sls. Mgr.: John J. Downing. Office Mgr.: William Cuddy. Sales: Mel Ames, Dave Grover, Stanton Davis. Bookers: Cyril McGerigle, Harry Smith. Cashier: James O'Hara. Field Exp.: Joseph Longo. Emerg. Phone: Cuddy, HY 3-5257.

ROYAL, 47 CHURCH St.—HAncock 6-3411

Br. Mgr.: Irving Farber. Cashier: Ilse Stock. Emerg. Phone: None.

EDWARD RUFF, 260 Fremont St.—Liberty 2-2797

Br. Mgr.: Edward Ruff. Sales: Arthur Fraser. Emerg. Phone: None.

20TH CENTURY-FOX, 115 Broadway—HAncock 6-2180

Br. Mgr.: Welden Waters. Sls. Mgr.: John Peckos. Office Mgr.: William Graham. Sales: Frank Keller, Martin Berman. Bookers: Sam Berg, Mike Zaman, Larry Lucie, Robert Rancatore. Cashier: Mary McCarthy. Field Exp.: Phil Engel. Emerg. Phone: Berg, AS 7-1539. (Dist. Mgr. in residence: Al Levy)

UNITED ARTISTS, 52 Church St.—HAncock 6-8346

Br. Mgr.: Harry Segal. Office Mgr.: Max Berlone. Sales: Kenneth Robinson, Al Fecke, Edward Renick. Bookers: Sam Levine, Agnes Donahue, Myron Segal. Cashier: William Washburn. Field Exp.: Joseph Mansfield. Emerg. Phone: Segal, BE 2-6226.

UNIVERSAL-INTERNATIONAL, 60 Church St.—HAncock 6-8760

Br. Mgr.: E. Myer Feltman. Sls. Mgr.: Thomas J. Donaldson. Office Mgr.: Henry Wolper. Sales: Joe Kelly, Fred Shohet, Francis Charles. Bookers: Stanley Sudman, Emma Corbett, Matt Moriarty, Edgar Knudson. Cashier: Edward Donovan. Emerg. Phone: Sudman, DE 2-0537. (Dist. Mgr. in residence: Joe Gini)

WARNER BROS., 131 Arlington St.—HUBbard 2-3290

Br. Mgr.: William Kumins. Sls. Mgr.: Herbert Gaines. Office Mgr.: Leo Griffin. Sales: G. William Horan, Walter Dyer. Bookers: Robert Levine, William Kremmell, Joseph O'Brien, Frank Yablons. Cashier: Harry Spingler. Field Exp.: Art Moger. Emerg. Phone: Levine, DE 2-5698.

• Supply Dealers

AMERICAN THEATRE SUPPLY, 646 Washington St.

CAPITOL THEATRE SUPPLY, 23 Piedmont St.—Liberty 2-6797. Emerg. Phone: WE 5-5674

INDEPENDENT THEATRE SUPPLY, 1 South Cedar Place—Liberty 2-0051. Emerg. Phone: MI 3-5128

MAJOR THEATRE EQUIP., 44 Winchester St.—Liberty 2-0445. Emerg. Phone: CH 3-5619

MASSACHUSETTS THEATRE EQUIP., 20 Piedmont St.—Liberty 2-9814. Emerg. Phone: GR 7885

NATIONAL THEATRE SUPPLY, 37 Winchester St.—Liberty 2-2663.

Emerg. Phone: East Boston 7-4362-W

• Screen Trailers

NATIONAL SCREEN SERVICE, 95 Broadway—Liberty 2-4476

Br. Mgr.: Maynard Sickles. Office Mgr.: Joseph Rossi. Sales: Fred Stoloff. Emerg. Phone: same.

• Signs, Advertising and Printing

BELL SIGN, 840 Washington St.—HUBbard 2-6274

CHESTER N. GRENIER, 210 Stuart St.—DEvonshire 8-8084

METROPOLITAN SHOW PRINT, 97 West Dedham St.—KENmore 6-4139

NATIONAL SCREEN SERVICE, 95 Broadway—Liberty 2-4476

H. M. TEICH, 11 Boylston St., Brookline—LONgwood 6-1776

• Service Companies

ALTEC SERVICE CO., 260 Tremont St.—HUBbard 2-4710

IMAGE AND SOUND SERVICE, 445 Statler Bldg.—HAncock 6-7984

RCA SERVICE CO., 260 Tremont St.—HUBbard 2-0123

A SPECIAL SERVICE . . . only in MOTION PICTURE EXHIBITOR

with *no investment on your part*
of money, time or effort . . .

BERLO WILL
.....

**INCREASE YOUR NET
REFRESHMENT PROFITS!**

Whether you operate an indoor or drive-in theatre
. . . in a big metropolitan area or a small neighborhood
community . . . you'll earn more actual net profit when
Berlo operates your refreshment stand than you can
earn running it yourself! . . . You and your money
will be completely free to operate and promote
your theatre **FULL TIME!**

BERLO TAKES CARE OF EVERY PROBLEM YOU HAVE . . .
all YOU do is CASH IN on net profits every month!

- BERLO hires and trains your sales people — and supervises them.
- BERLO pays all salaries, social security, workman's compensation and unemployment taxes . . . does all your bookkeeping!
- BERLO buys, installs and services all finest concession equipment.
- BERLO, with over 40 years of successful vending experience knows what sells best and how to feature it for fast turnover!
- BERLO buys and stocks only first-quality merchandise . . . delivers it promptly . . . and keeps stocks tasty-fresh!
- BERLO supplies you with everything . . . from candy machines to complete Lobby Shops.
- BERLO pays for dramatic, hard-hitting sales promotion.
- BERLO gives you \$1,000,000 worth of public and product liability insurance.

LET US PROVE OUR STORY IN TEN MINUTES!

America's Best Concessionaire

Delivers The Highest Per-Capita Sales In The
Entire Amusement Field

Write or Call Collect . . . NOW!

Pennypacker 5-5966
(Philadelphia)



BERLO



VENDING COMPANY

A Division of A.B.C. Vending Corp.
333 SOUTH BROAD STREET, PHILADELPHIA 7, PENNA.
OFFICES EVERYWHERE

Houston Theatremen Elect New Officers

HOUSTON—Willie Ratcliffe, owner, Epsom Drive-In, has been elected president, Houston Independent Theatre Association, succeeding Lowell Bulpitt, manager, Boulevard. Other officers elected include Alvin Guggenheim, manager, Willowin, Broadway, and Yale, vice-president, and Dan Goodwin, manager, Winkler Drive-In, secretary and treasurer. Dick Wygant, Heights, has been named chairman of the nominating committee.

An after-hours party for all members of the local industry, which was originally scheduled to be held early in December, has been rescheduled for the Variety Club on Jan. 15. An amendment was presented for a first reading calling for return to bi-weekly meetings, instead of the present monthly meeting.

secretary; Al Anderson, treasurer; Robert Williams, business agent; and Harold Pierce, sergeant-at-arms. The back room union, also IATSE, elected Floyd Brethour, president; Frank Monaco, vice-president; Herman Reule, treasurer; Catherine Becker, secretary; and George Mayo, business agent. . . . Pete Bayes, Paramount exploitation man, went to Salt Lake City to meet Herbert Steinberg, Paramount exploitation director, and the two mapped the campaigns for "Ten Commandments" for Salt Lake City and Denver. . . . Beverly Bailey, New York television producer, was in Denver over the holidays visiting her parents, Mr. and Mrs. Tom Bailey, independent film distributors.

Des Moines

Roy Metcalfe, owner, Times, Cedar Rapids, Ia., has leased the Palace, Cedar Rapids, from the Palace Theatre Company on a long-term lease. He will continue to operate the Times. The Palace Building is owned by the heirs to A. J. Diebold and Mike Ford, original founders of the theatre. . . . Leo Wolcott, board chairman, Iowa-Nebraska Allied, and exhibitor at Eldora, Ia., believes he has had his share of bad luck. First his wife fell and injured her ankle; then Leo, returning from the Allied meeting at Dallas, injured his back, later fell down a flight of

(Continued on page 27)

Mike Todd In Houston For "80 Days" Premiere

HOUSTON—Broadway's Mike Todd was a visitor here to see his new film, "Around The World In 80 Days," off in the Tower on its first booking outside of New York. From here he was to go to Dallas for the second Texas opening.

While here, Todd came out unequivocally against popcorn. He declared a not-too-serious war on the vendors, but he was serious enough in one respect. "No popcorn will be sold with my picture," crackled Todd. "It's just not a popcorn picture!" Popcorn was not dispensed in the Tower and none will be, said Todd, on pain of having the film summarily pulled.

CANDYDLY SPEAKING

THEATRE CONCESSION business, at this the start of a new year, is good and shows every indication of getting better. This happy situation is due to new and improved products and equipment, aggressive sales efforts and the overall rise in theatre attendance.

YES, THINGS look good. However, we recently read a letter from a man with long years of experience in the equipment end of theatre refreshment operations, and some of the things he had to say deserve comment and thought.

AFTER A TOUR of hundreds of theatres in all parts of the country this manufacturing executive noted that in too many theatres he found shabby and rundown refreshment stands; obsolete and poorly maintained equipment of all types; personnel that was surly, lazy and neglectful.

Now THIS is a rather strong indictment, and yet it would be a fairly safe bet that there are theatres that fit this description exactly, in every film territory in the country. It would also be a safe assumption that most of these would be neighborhood theatres.

THERE HAS been no segment of exhibition that has been hit harder than the small neighborhood theatre. How the operators of these houses can afford the luxury of letting a proven profit maker, the refreshment stand, degenerate is one which we find extremely difficult to accept or understand.

BY NO MEANS do we expect a hard pressed theatreman to make a large expenditure for new concession equipment. But in most cases, perhaps one or two new pieces of equipment, the proper care of existing equipment, a painting of the stand, and hiring and training of a sales force that will add to the extra profits not reduce them, will be all that is required to sharply increase the revenue from this important facet of exhibition.

CONCESSION SALES bring hundreds of millions of dollars into theatres each year. To continue and expand this market requires effort and planning.

IF YOU HAVE been neglecting your refreshment operation, remedy the situation before 1957 is much older. The alternative might be another shuttered theatre.

A pretty usherette, appropriately dressed, was used to successfully boost the concession sales by manager W. H. Wilson, Paramount, Edmonton, Canada, during engagement of "King And I."

Candy is Delicious Food
ENJOY SOME EVERY DAY!

Cooperating with THE COUNCIL ON CANDY OF THE NATIONAL CONFECTIONERS' ASSOCIATION

Popcorn Is A Nutritious Food

Cooperating with the
NATIONAL ASSOCIATION OF
CONCESSIONAIRES

Dedicated to serving the popcorn
and concession industries.

EXTRA PROFITS





He comes round regularly to help you make more money

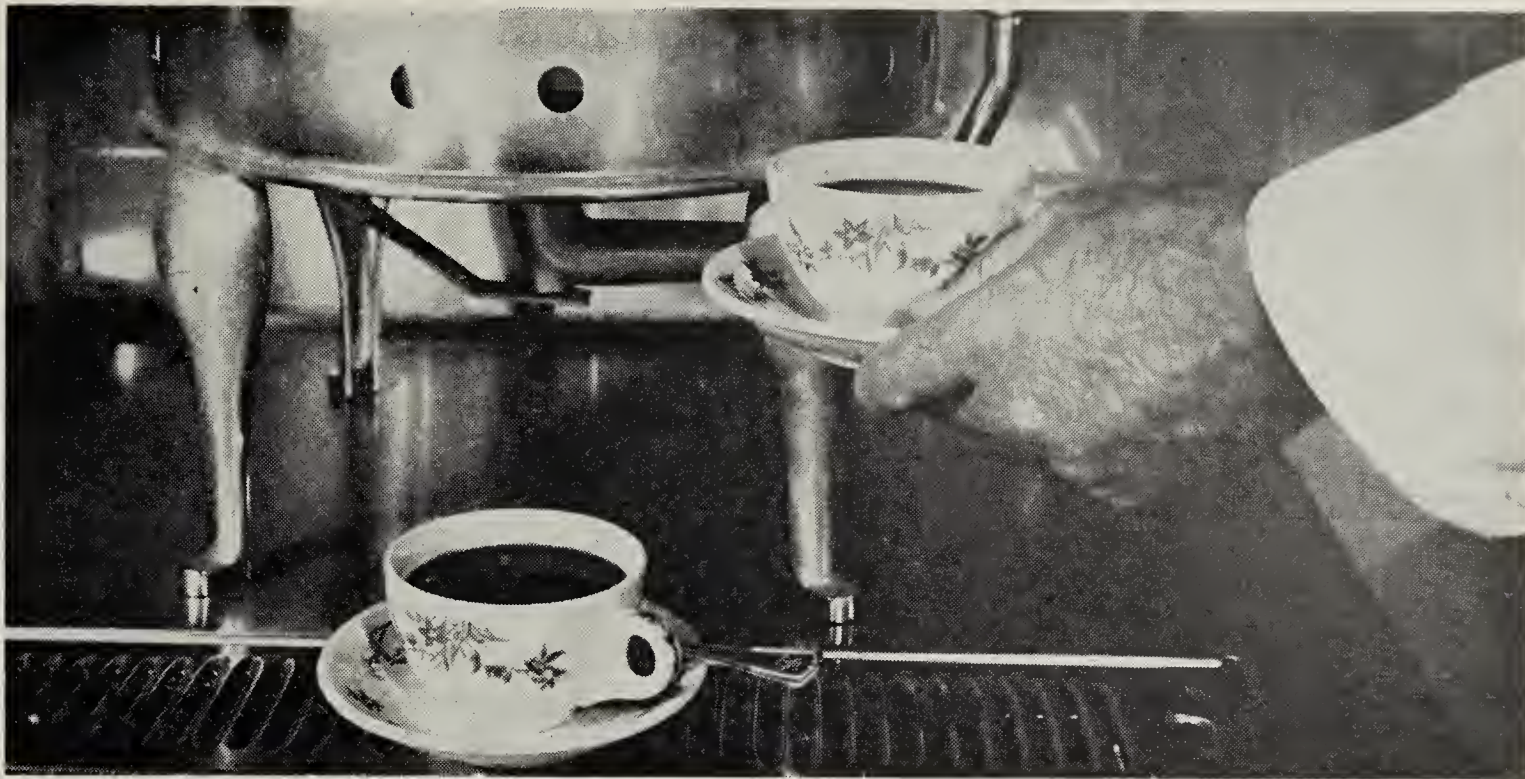
Your refreshment service can make more friends for your theatre, more money for you! The man who'll help you is your Coca-Cola Company representative, an expert on theatre refreshment, who calls on you regularly. (He's the only national beverage company representative who does.)

Next time he calls, ask about:

1. Complete drink analysis
2. Instruction and assistance in dispenser maintenance
3. Colorful, business-building advertising materials
4. Experienced help with personnel training, special promotions, all other elements of your refreshment business.

He'll be glad to help.





MAKING AND SELLING COFFEE

AMERICANS are the most coffee-conscious people in the world, consuming more of the beverage than any other nation. Statisticians in the trade have figured that last year the amount of coffee consumed in the United States totaled more than 127 billion cups. That's a lot of coffee.

The man, then, in the theatre business who is considering establishing a coffee counter or service for patrons can firmly count on satisfying a normal American appetite. In satisfying that appetite, however, he must be aware of the discriminatory taste the public has built up for the beverage. Consequently, his first consideration should be to produce a brew that will be tasty, fresh and mellow. This requirement is basic and can spell the difference between a thriving business return, a mediocre response, or outright failure.

How coffee is made is extremely important to the operator and to the patrons who put down hard cash for something they expect to be good and satisfying. While coffee brewing is essentially a simple operation involving the mixture of so much coffee to so much water, there

are factors in the process which are very important. To make this simplicity effective requires a minimum of care.

Cleanliness Vital

Cleanliness of equipment is vital. If the coffee-maker is not thoroughly clean the resultant beverage cannot hope to be good. The reason is abundantly obvious once it is understood that coffee contains oil, that this oil tends to cling to the walls of the maker and in spout assemblies, and that like any other oil it will turn rancid. It is this rancidity that contaminates the flavor qualities of the succeeding brews prepared over it.

In its early stages the coffee film cannot be easily detected, due to its transparency. If not removed, however, the succeeding layers will cause discoloration. Even with this visual evidence, operators will frequently disregard the situation through ignorance or laziness and wonder why patrons complain about the coffee.

Rule number one in brewing, then, requires that the equipment be absolutely clean. In bag-type urns this includes the cleanliness of the filter, which should be rinsed after each use and kept submerged in cold water between batches.

Equipment

As for the equipment itself, the operator has a number of devices to choose from, all capable of producing a good brew providing directions are followed. The capacity of the maker is something the individual operator will have to determine on the basis of estimated traffic and the expected turnover within a given period of time. The latter is important because brewed coffee tends to deteriorate in flavor quality if allowed to stand more than an hour. It should be borne in mind that the holding temperature of the beverage should be maintained between 185 and 190 degrees.

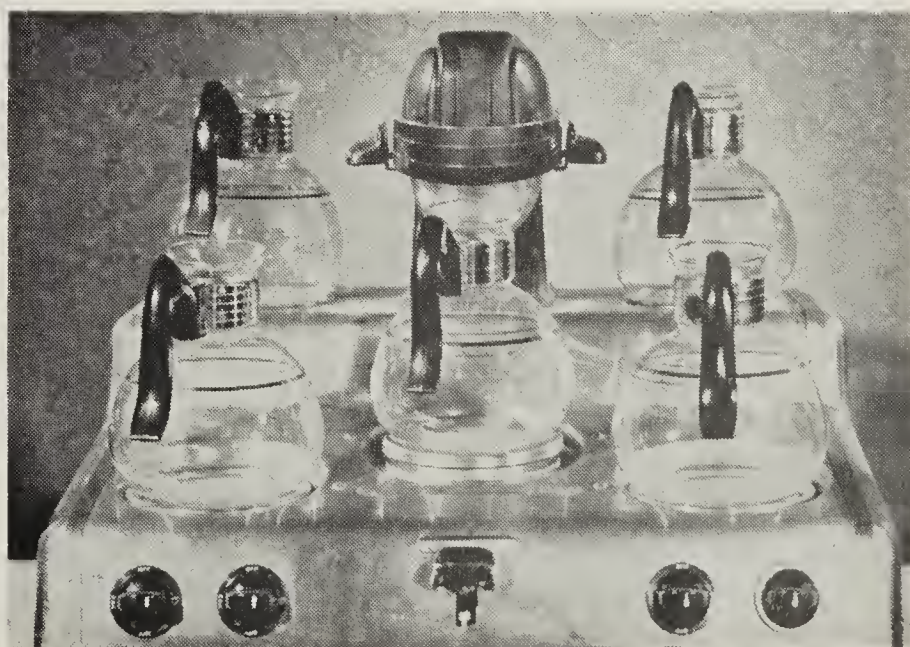
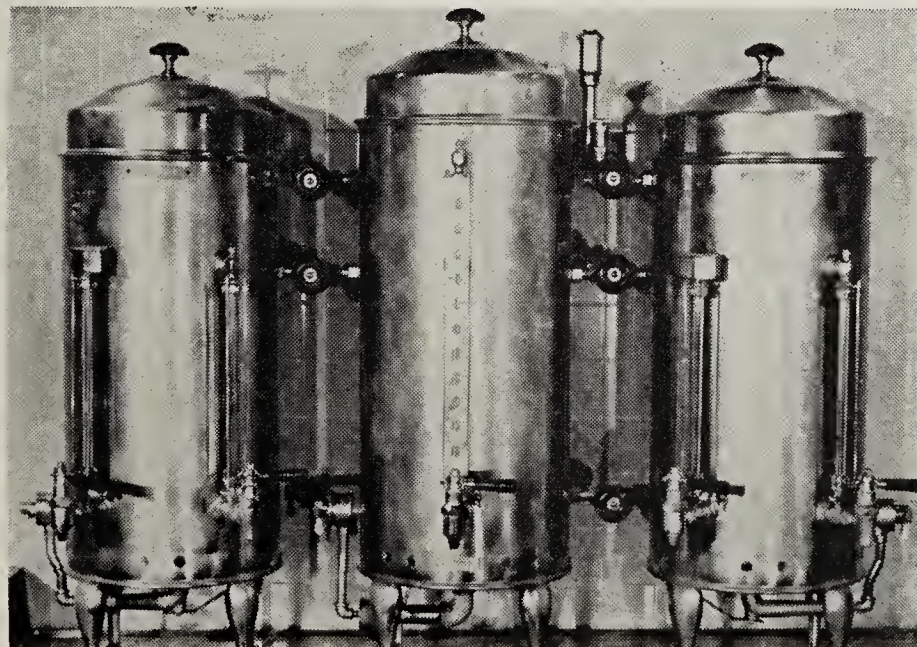
There are any number of the so-called conventional coffee urns on the market that will do a good and efficient job for the man who is interested in turning out a quality beverage. More recently the automatic urn has made its appearance, featuring a high degree of mechanical control with the object of eliminating human failure or carelessness.

Some of the pushbutton machines not only measure the correct quantities of coffee and water but also provide for the

(Continued on page EP-6)

There are primarily two methods of brewing coffee. Seen (left) is equipment used in the urn brewing method. Basically they are all double

boilers. Vacuum brewing is the other method. There are various types of vacuum units (right), but the operating principles are same for all.



Canadian Concession Comments



A RECENT issue of National Ballyhoo, an excellent company publication compiled and edited by Dan Krendel for the Famous Players Theatres in Canada, was devoted almost entirely to the circuit's concession subsidiary, Theatre Confections Limited. A number of topics were discussed by general manager Jack Fitzgibbons and his staff which should be of interest to theatremen who would like to improve their extra profits operation. Therefore, the following are excerpts covering a wide range of topics.

Self-Liquidating Premiums

The growth in the use of premiums during the past several years has been nothing short of sensational, and has established a trend, particularly with the youngsters. We decided to test a self-liquidating premium idea tied in directly with sales at the candy counter.

We knew that the type of premium we offered was important. It had to be attractive, and also represent real value to the purchaser. We tested 35 items in a five-month period, and came up with a package deal of 15 items we knew would sell. In most instances, the selling price

of each is from 40 to 50 per cent below the normal retail price.

Merely selling premiums at a discount wouldn't help sell our confections, so we developed the Bonus Bill system. In order to purchase a premium at the reduced price, a patron must accumulate a specified number of these bills for each item. One bonus bill is given with every 10 cents worth of merchandise purchased at the confection counter. We do not restrict the bonus bill to high profit lines only, as the premiums are self-liquidating, and it doesn't cost the theatre anything to include all items, even cigarettes, in this promotion.

Each theatre is invoiced for the premiums supplied them, but this cost is returned when the premiums are sold. Also, any items left at the end of the promotion can be returned for full credit, providing they are in undamaged condition. The only cost to the theatre should be the cost of setting up the displays, which we have estimated at roughly 20 dollars.

This bonus bill promotion is completely flexible, and each manager can tailor it to fit his own situation. On the basis of

our experience, we suggest that it be operated for a 10-week period, but naturally, it is up to the individual to decide.

Service Demanded

Patrons not only like, they demand service today. We have got to provide it, if we want to continue to enjoy their patronage. We have got to make it easy for them to select and to buy. The power of suggestion is so important that properly applied it can steer them in the direction of those items which provide a maximum amount of profit. There is never any resistance to a sales pitch, providing a little psychology is mixed in.

The refreshment stand may be outmoded, or perhaps all it requires is relocation of some selling areas. It is important that high profit items, such as popcorn, soft drinks and ice cream are given prominent display at the front of the counter. In nearly every instance where we rearranged the bar to place an ice cream cabinet right in the center, our sales have doubled and often trebled almost immediately. The same is true of the popcorn warmer and drink dispensing equipment. Location is of prime importance.

In arranging the candy display place the high profit items right at the front. Do not keep a stock of items that don't move. Give them a fair trial, and if the public simply won't go for them then get rid of them as soon as possible. However, it is important to give new products a chance to catch on.

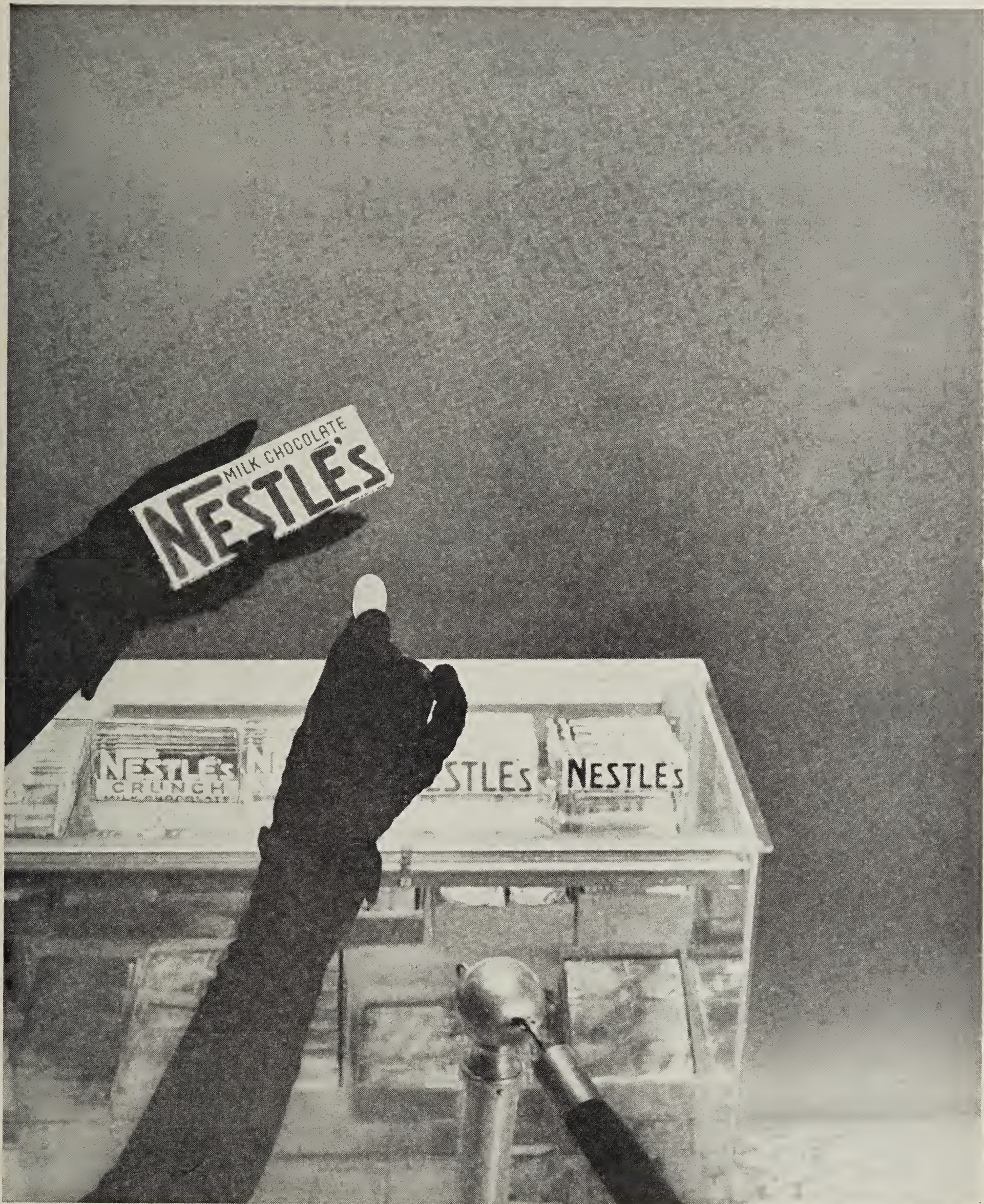
Sell your large size popcorn . . . push the large size drinks . . . use a little imagination and showmanship through hidden passes, premiums, prizes. Offer your attendants weekly prizes on a competitive basis, for the sale of the high profit items.

Make sure that your equipment, popcorn warmer and soft drink machines are all spotlessly clean. Make sure that your attendant is pleasant, cheerful, and friendly.

(Continued on page EP-7)

A well-groomed and neat sales attendant is mandatory if a refreshment stand is going to be a success. This factor must be stressed.





QUALITY BRANDS BUILD TURNOVER! The public knows, wants—and prefers to buy—high-quality merchandise. That's why the response to displays of Nestlé's fine Chocolate Bars is so fast, and so profitable for you. Strictest standards allow only the finest quality in Nestlé's products. These nationally advertised and universally favored Chocolate Bars prove again that...

NESTLÉ'S[®] MAKES THE VERY BEST CHOCOLATE

New Multiple Drink Dispenser From Carbonic

CANFIELD, O.—The Sodamaster Quick-Fill, a new dispenser for drive-in theatres and other locations requiring peak service in a concentrated period of time, is being manufactured by Carbonic Dispenser, Inc.

The Quick-Fill is available with up to four single-drink faucets to serve any combination of high, low, and non-carbonated beverages. Each faucet is attached to six-feet of stainless steel, braided plastic, flexible tubing. The faucet can be quickly and easily disassembled by removing a single screw.

The Sodamaster Quick-Fill can serve 3,500 ice-cold, six ounce drinks during an eight-hour period, it was claimed. The design incorporates four five-gallon stainless steel syrup tanks. The tanks provide sufficient syrup for 2,500 six-ounce drinks.

Here's News . . .

FOR DRIVE-IN THEATER OPERATORS



who crave bigger concession profits

Manley Serv-O-Ramic custom-tailored concession installations can raise sales 7c per person! Also cuts costs!

A complete, new, pre-planned Manley Serv-O-Ramic installation serves and sells all popular refreshments; and provides plenty of storage space, cashier stand, and lots of point-of-purchase merchandising — moves more items, faster, and with fewer people on your payroll. Serv-O-Ramic displays everything "cafeteria style" thereby increasing impulse sales. Per person consumption goes up as serving time and overhead costs come down.



TURN-KEY PLAN

The Manley Turn-Key Serv-O-Ramic Plan spares you the worrisome details of planning, designing, financing, and contracting for an up-to-date concession operation. Our representative calls and together you survey the present

set-up and evaluate your unexploited refreshment sales potential.

You give us your concession blueprints; your menu, car capacity, and other pertinent data. Our engineers then furnish you with complete blueprints for improving your refreshment facilities and will supervise installation. Liberal credit plans are available to those who qualify. When you decide on a Serv-O-Ramic concession set-up, you just relax. Everything is completed, as specified, and you are "handed the key" to a completed job, and to bigger concession profits.

Write today for full information on the Serv-O-Ramic



MANLEY, INC.

Dept. EX-157, 1920 Wyandotte St.,
In New York 630 Ninth Ave.

The cabinet is compact and finished in gray hammerloid enamel with a stainless steel top designed to serve as a cup rack for convenient filling.

Court Dismisses Charges Against Canada Dry

NEW YORK—Three charges of conspiracy filed recently in a \$6,000,000 treble damage anti-trust action brought against Canada Dry Ginger Ale, Inc., and its directors by the Cott Beverage Corporation were dismissed by Judge John F. X. McGohey in a decision handed down recently in United States District Court, southern district, New York.

Judge McGohey also granted Canada Dry's motion to dismiss a fourth charge, in which Cott claimed that Canada Dry had forfeited its right to the trademark "Canada Dry."

As to the remaining charges of discriminatory practices, Judge McGohey characterized these as "vague and uninformative," and directed Cott to make them "more definite and certain."

Automatic Hot Dog Vendor On Market

PHILADELPHIA—Full production is now under way on a new hot dog vendor called Vend-a-Frank at the United States Vending Machine Corporation, according to a recent announcement from company president, Norman J. Kasser.

The result of a great deal of research and experimentation, the vendor is activated upon insertion of a coin. The hot dog is then electrically cooked and served in its own box along with a sealed portion of mustard, it was said. The vending cycle is 20 seconds.

To eliminate the necessity of food handling by the vending operator, the firm has made an agreement with leading meat packers throughout the country. These contracts, according to Kasser, guarantee the quality of the frankfurter to be supplied. They will be delivered ready for insertion into the vendor, which is filled like a cigarette machine.

The Vend-a-Frank is said to have a capacity of 84 hot dogs in vending position and 70 in storage position, with both compartments being under refrigeration at all times.



Making And Selling Coffee

(Continued from page EP-3)

elimination of spent grounds and the cleaning of the brewing receptacle automatically. In addition to carrying out these functions the equipment is geared to produce a brew speedily and in controlled quantities. Installation of any of the coffee makers mentioned is a problem that can be adequately and expertly handled by any equipment engineer. Coffee salesmen can be of great help. As for the location of the counters, that is for the individual operator to decide.

For art or specialty theatres, where traffic is not great and can be pretty accurately measured by the capacity of the house, it would be well for the prospective concessionaire to consider smaller coffee makers which require limited space and can be operated on the ordinary electrical current available. In this category the vacuum-type appliance is extensively used for its simplicity of operation and its adaptability to holding and serving needs. The latter units generally employ electrical stoves, which not only furnish the heat for brewing, but also are capable of maintaining holding temperatures. A battery of four, 12-cup bowls enables the operator to get 48 to 50 servings within 15 minutes.

Like the urns, the vacuum equipment should be kept immaculately clean, a routine that can be accomplished with remarkable simplicity. It is well to be reminded that, if cloth filters are used, they be stored in water and washed out frequently in clear, clean cold water without the use of soap.

Selecting Coffee

The choice of the brand or blend of coffee to be used is largely a matter of personal preference. A sampling by the operator of the brewed product, providing it is properly prepared, should enable him to select the one brand that satisfies his taste. In judging a cup of beverage coffee he should take into account its aromatic qualities, its body and its mellowness. From a merchandising standpoint the aroma factor is of great importance. It is this sensory quality that stirs the appetite and leads many patrons to his counter.

Degree of roast and grind characteristics are factors that can be intelligently and expertly discussed by the coffee supplier. The coarseness or fineness of the grind used is governed in many instances by the type of coffee maker being employed. For the conventional urn, an urn grind has been developed, which varies to some extent from company to company but generally is suitable to the appliance.

The thing to remember about the coffee itself is that it should be fresh. This means using the supply on hand within a week of purchase. It also involves careful and planned storage during that period. Should the supply be replenished while some of the original stock is on hand, the surplus bags should be made immediately available, with the new supply being stacked behind them, in a cool place. Care should be taken in the storage of coffee to see that it is not near food with a strong odor, like cheese or onions.

This article is based upon information and photographs furnished by the Coffee Brewing Institute.

Coffee Vendor Uses New Brewing Method

KANSAS CITY, Mo.—The only coffee vendor on the market to use vacuum-packed cans of coffee for on-the-spot brewing is the latest product of the Vendo Company.



The 900-cup self-brew uses a new method, called infusion brewing, to make coffee from vacuum-sealed quarter-pound cans of regular grind coffee, the cans serving as disposable brewing chambers within the machine.

When the machine is activated, a can is automatically punctured at both ends and jets of hot water are forced through under pressure. The coffee itself acts as a filter, and the grounds remain in the throw-away can for easy, sanitary disposal. Both can and nearly-dry grounds drop into a waste receptacle.

The vendor holds 54 cans, each of which produces around 16 cups of coffee. By making coffee in small amounts at a time, the on-the-spot operation keeps it fresh and flavorful.

This new method eliminates the problem of grounds, it was claimed.

The customer need only press a button to select the other ingredients for his coffee. He has five choices—black, with cream, with sugar, with cream and sugar, and with double sugar and cream. Hot chocolate may also be purchased through the machine.

The new vendor will be in full production in March.

Frank Broiler And Bun Dispenser

MINNEAPOLIS, MINN.—Combining space saving and convenience, an automatic warm bun dispenser has been built into the new frankfurter broiler unit being offered by the Medalie Manufacturing Company.

Suitable for use in roofed and drive-in theatres, the broiler can automatically load, broil and serve up to 500 hot dogs an hour, it was claimed. An endless conveyor picks up the frank from the loading chute and the hot dog is then broiled by infra-red heat. A thermostat control makes it possible to vary the broiling time to coincide with the volume of business.

The unit fits on a counter and is 26½ inches high, occupying only 11 by 13 inches of space. It is chrome-plated and has enameled panels.

Popcorn Trailer From Filmack

CHICAGO—A new selling aid to boost popcorn sales has been announced by Filmack Trailer Company. It is a talking trailer, which urges the patron to buy popcorn both for enjoyment during the show and to take home.

Canadian Comments

(Continued from page EP-4)

Personnel

A great deal of the success of a confection installation depends on the personnel back of the counter. Confections have to be sold just as any other commodity. A pleasant, personable, well-mannered sales person behind a stand can double sales; conversely, an ill-tempered, sloppy, disinterested order-taker can scare potential customers away.

Here are some qualifications for a concession stand sales girl:

Appearance: Is your overall appearance neat and attractive? Uniform clean, hair neatly combed and dressed, hands clean and nails manicured

Personality: Do you greet your customers with a big, friendly smile, and in a friendly, polite manner?

Courtesy: Remember to sell pleasantly at all times. Do not be influenced by the age or appearance of the patron. Children should be served just as graciously as adults. A poorly dressed patron deserves the same time and courtesy as the better dressed customer.

Efficiency: Serve your customers in turn. Complete your transaction with one before you serve the next. Get into the habit of suggesting additional items to your customer—"Something to drink with your popcorn, sir?" If an item is sold in two sizes always ask . . . "the large size, -sir?"

Enthusiasm: Be enthusiastic in everything you do. Nobody likes a pessimist.

Some don'ts to be remembered are:

Don't smoke, chew gum, or eat candy while on duty.

Don't leave your assigned post without the manager's permission.

Don't ever argue with a patron.

Don't carry on lengthy conversations with friends or patrons when on duty.

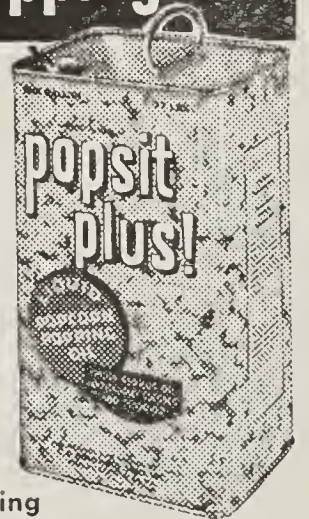
Don't do anything at any time that would tend to cause bad-will towards yourself or the management.

popcorn sales POP . . .
with a colorful,
eye-catching display
in your lobby—
FREE from your
POPSIT PLUS jobber

It's been proved again and again—popcorn sales sizzle when there's proper merchandising. Popsit Plus, the liquid popping oil that brings butter-like flavor to your popcorn, brings new punch to your lobby display with this exciting, powerful kit—available FREE thru your jobber. Kit consists of perpetual motion "wobbler" plus two sales-boosting multi-color streamers. Don't wait—contact your Popsit Plus jobber and start popcorn sales popping.



**popsit
plus!**
liquid popping oil



rich, butter-like
flavor
plus these
important
advantages:

- golden color
- fewer duds
- all-weather pouring
- less cost per bag
- appetizing aroma
- stores easily — no fire hazard
- measures accurately — no waste

by the Popping Oil Specialists To The Nation

SIMONIN, PHILADELPHIA 34, PA.

EXTRA PROFITS

Volume 11, Number 11 Jan. 9, 1957

EXTRA PROFITS appears every fourth Wednesday as a regular special feature department of MOTION PICTURE EXHIBITOR, and is devoted exclusively to the design, construction, maintenance, management, and exploitation of theatre vending equipment, vendable items and other profit producing adjuncts for efficient theatre operation. For further information, address MOTION PICTURE EXHIBITOR, published weekly by Jay Emonuel Publications, Inc. Publishing office: 246-48 North Clarion Street, Philadelphia 7, Pennsylvania. New York: 229 West 42nd Street, New York 36. West Coast Representative: Paul Manning 8141 Blackburn Ave., Los Angeles, Calif.

Advisory boards—

Executives and heads of the concessions and vending departments of theatre circuits:

Leslie R. Schwartz, Andrews, Inc., New York; Bayard M. Grant, Durwood Theatres, Kansas City; C. Dale Fox, Fox Wisconsin Amusement Corporation, Milwaukee; Frank C. Bickerstaff, Georgia Theatre Company, Atlanta; William O'Donnell, Interstate Theatres, Dallas; Raymond Willie, Interstate Theatres, Dallas; Harold F. Chesler, Theatre Cooperative Candy Company, Salt Lake City; Miss Marie Frye, Tri-State Theatre Corporation, Des Moines; Louise Bramblett, Wilkin Theatre Supply, Inc., Atlanta; Van Myers, Wometco Theatres, Miami, Fla.; J. J. Fitzgibbons, Jr., Theatre Confections Limited, Toronto, Ont., Canada; Morton G. Thalimer, Jr., Neighborhood Theatre Inc., Richmond, Va.

Manufacturers, concessionaires, and other leaders in the candy, popcorn, and allied fields:

A. F. Rathbun, Fred W. Amend Company, Chicago; Harold Sharp, The Coca-Cola Company, New York; Marvin Spitz, American Royal Candies, Inc., Los Angeles; Vincent O'Brien, Armstrong Popcorn Company, Lake View, Ia.; Charles G. Manley, Manley, Inc., Kansas City; W. B. Riley, Brock Candy Company, Chattanooga, Tenn.; Joseph Blumenthal, Blumenthal Brothers, Philadelphia; L. M. Shaw, Smith Brothers, Inc., Poughkeepsie, N. Y.; C. M. Said McPhail Chocolate Company, Oswego, N. Y.

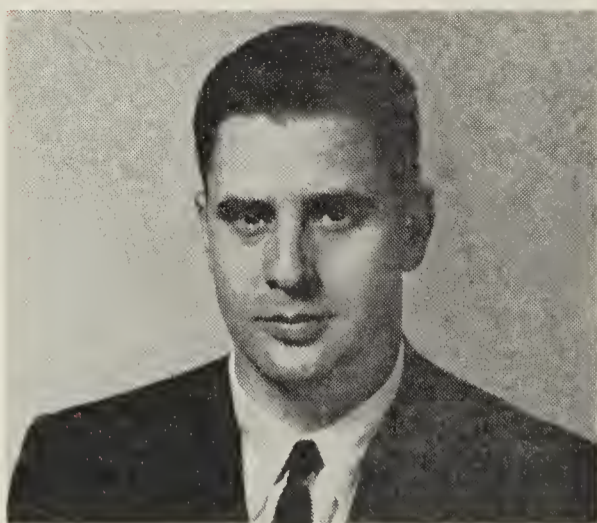
Rowe Unveils '57 Vending Line Featuring Wide Product Variety

CHICAGO—Adapting the sales-stimulating Rowe cigarette "showcase" display front to a full line of new-style vending machines, Rowe Manufacturing Company unveiled at the National Automatic Merchandising Association Convention a 1957 group of look-alike hot food, coffee, cold drink, pastry and candy "showcase" vendors which, together with the Rowe Ambassador cigarette machine, can be used side-by-side in any combination as a multiple vending "unit," or individually to sell a single product.

Also featured in the 1957 Rowe line was a new compact 20-column, 700-pack cigarette vending machine, known as "The Twenty-700," especially designed for the multi-brand cigarette market. Selling at four different prices simultaneously, from five to 50 cents and in any possible combination of coins, "The Twenty-700," according to a Rowe spokesman, is the first cigarette vendor "with actual capacity for 20 different brands, and which does away with the need to use more than one column for faster-selling brands." This is accomplished by a new internal design (using 10 standard and 10 "shift" columns) which gives bigger column capacity for fast-selling cigarette brands and less for the others.

An electric console, "The Twenty-700" is 46 inches high, 31 $\frac{1}{4}$ inches wide and 16 $\frac{3}{4}$ inches deep, and features an illuminated "showcase" front displaying four leading brands. Miniature brand labels enclosed in the plastic push-buttons make for simple and "fool-proof" selection. "The Twenty-700" will be available in early spring of 1957.

The new "showcase" food, drink and candy vending machines all have large illuminated, recessed product displays, similar to that of the Rowe Ambassador, which, according to a company spokesman, "has proved in actual use that this method of merchandising the product at point-of-sale helps the machine far out-sell plain-enameled vendors." They include:



Saul Waring was recently named vice-president of the DePerri advertising agency, which specializes in clients in the automatic merchandising field.

1. A new seven-selection hot food vendor, which holds 140 cans of ready-to-eat food in vending position and another 120 in its pre-heat storage stand, sells at three different prices—from 15 to 40 cents—and not only maintains the food at exactly the right temperature but continuously rotates the cans in each column to prevent food separation. This new vendor is expected to be in production this month.

2. A new model of the 1000 cold drink vending machine, a four-selection, 1000-cup capacity vendor with a patented internal system that ensures precise carbonation and temperature on every drink dispensed.

Also exhibited were other models in the new Rowe cup drink line, including the 1000 and 2000 four-flavor machines with large cup display front, models of the same machines in Coca-Cola red-and-green and Pepsi-Cola blue, a new six-flavor 2000 designed especially for theatre vending and the standard four-flavor unit.

3. A new high-capacity 11-column candy vendor with eight columns for candy, three for gum and mints, which can vend at three different two-price combinations (five and 10 cents; 10 and

Circuit Purchases 20 New Popcorn Machines

NASHVILLE, TENN.—One of the largest single orders for popcorn machines during recent months has been received from Florida State Theatres, Jacksonville, Fla., according to H. E. Chrisman, director of sales for Cretors.

Chrisman stated that in placing the order for 20 Cretors "Ambassadors," R. R. Harris, head of the concession department for Florida State, said his company is completing an extensive remodeling program for a large number of their situations.

The Cretors machines were installed in the center of the concession bar, permitting the customers to be instantly attracted to the stand by the outstanding color and styling of the Ambassador.

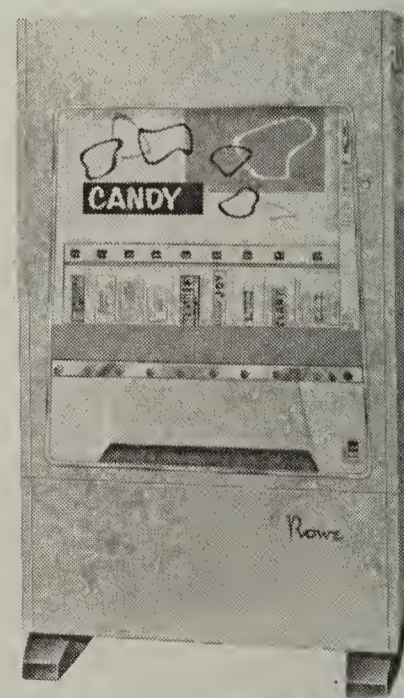
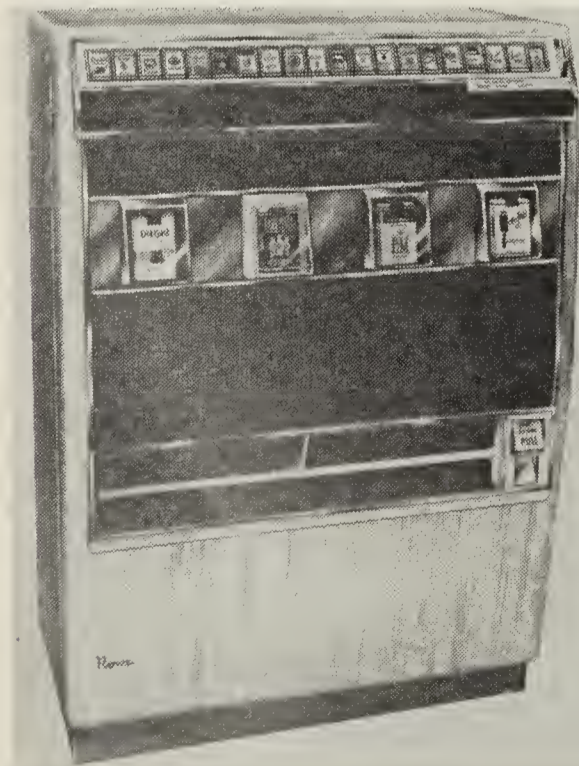
Color Helps

Color will help sell merchandise. Try painting the concession building walls yellow-gold, and bright green. Where walls are dark, make ceiling white, since this tends to make up for light lost on dark walls, and seemingly heightens the ceilings.

15 cents; 15 and 20 cents), using any combination of nickels and dimes. Each candy column can accommodate 15, 20 or 30 bars (depending on size of bar), giving the machine a maximum capacity of 240 bars, and each gum-mint column will hold 57 packs of gum, 36 Life Savers or 35 packs of Charms. This new vendor supplements the current line of seven- and eight-column machines:

4. A new five-column "showcase" pastry vendor, which holds up to 20 pieces of pastry in each column, can be easily adjusted to accommodate various sizes of packages, sells at two prices, and is designed for use in any type of food-vending. This pastry vendor will be available later in 1957.

5. A new fresh-brew coffee vendor with "showcase" front, which prepares a few cups at a time, with cream and sugar). This vendor is expected to be available in spring of 1957.



Three of the new units in the 1957 product lineup of Rowe Manufacturing are seen. The new cigarette vending machine (left) has a capacity for 20

different brands. The compact gum vendor (center) can hold 160 packs. The new candy vending unit (right) sells 11 different kinds of candy, gum, etc.

Three Catholic Bishops Denounce "Baby Doll"

HARTFORD, CONN.—Three Connecticut Roman Catholic bishops have denounced Warners' "Baby Doll."

In an unprecedented statement, they told Catholic worshippers that "the picture is a near occasion of sin" and "you therefore have an obligation to stay away from it."

The statement was signed by Archbishop Henry J. O'Brien, Hartford; Bishop Lawrence J. Shehan, Bridgeport; and Bishop Bernard J. Flanagan, Norwich.

They said the Legion of Decency had termed the film "grievously offensive to Christian and traditional morality and decency" and rated it completely objectionable.

Des Moines

(Continued from page 18)

stairs, and ended up with a shoulder injury. To top it off, he has three teeth acting up. Wolcott says he is still too stubborn to retire.

Houston

Jimmy Harris, former manager, Hempstead Drive-In, has been appointed manager, Post Oak Drive-In, according to Jack Groves, owner and operator. . . . Mrs. George Likins, owner, Elmwood Drive-In, presided over the Houston Mayflower Compact dinner held here recently. She is descended from John and Priscilla Alden and is state governor of the Mayflower Descendants in Texas. . . . The management of the River Oaks Shopping Center is painting out and shielding its mercury vapor lights, which had been shining in the eyes of the patrons of the drive-in located opposite the shopping center. . . . The Alameda is scheduled to reopen Jan. 19 as the new Fred Astaire Dance Studio. It will be operated by the Interstate Circuit. . . . Homer McCallon, manager, Loew's State, announced he has ordered 100,000 cubic yards of dirt for the site of the new Loew's drive-in to be built at suburban Sharpstown. Contracts are now being let for the construction. . . . Eddie Bremer, Interstate; Fred Cannata, general manager, Horwitz Theatres; and Frank Wilke, owner, Boulevard, represent some 50 years each on the local show business scene. The Boulevard, operated by Wilke, is said to be the oldest neighborhood house still in operation in the city.

Jacksonville

R. Cam Price, RKO branch manager, urged Florida exhibitors to return the Will Rogers Memorial Hospital scrolls and contributions to his office as soon as possible after completing the Christmas Salute collections. . . . Hank Hearn, head of the local Exhibitors Service office, returned home a few days before Christmas from the Will Rogers Memorial Hospital and voiced his appreciation of the great show business institution where he was cured of lung trouble. . . . Bill Korenbrot drew a capacity Saturday midnight crowd to the downtown Imperial with his first-run Columbia bill of "Don't Knock The Rock" and "Rumble On The Docks." . . . Norma Sarra, lovely daughter of LaMar Sarra, FST vice-president,



Mort Nathanson, second from right, United Artists publicity manager, and David Schwartz, far right, manager, World, New York, recently greeted noted jazz critic Leonard Feather and disc jockey Jean Shepherd, far left, at an off-beat preview of UA's "The Wild Party" attended by 400 musicians, critics, and students.

represented the University of Florida at the Gator Bowl court of beauty for the Pittsburgh-Georgia Tech football game. . . . Edith Smith, FST ad woman, flew north for a holiday visit with relatives. . . . Henry Goldberg, former Warners local office manager, has returned to his old post as a Paramount auditor. . . . Jim Frazier, one-time manager, Edgewood, has come down from North Carolina to manage H. B. Meiselman's Town and Country, beautiful new 1,200-seat indoor house which has been integrated into a huge shopping center in suburban Arlington. . . . Exploiters here recently from Atlanta were Don Yarborough, 20th-Fox, and Leonard Allen, Paramount. . . . Norm Levinson, MGM publicity man, has sent detailed information to all exhibitors of the area regarding the Signet pocketbook tie-up on "Teahouse Of The August Moon."

Minneapolis

The St. Louis Park in suburban St. Louis Park is trying a new gimmick. It is accepting seat reservations by phone for the smoking loge section of the house, with reservations held until 15 minutes before performance time. . . . Bill Wigginton, formerly news and special events director of KELO radio and TV, Sioux Falls, S. D., was appointed operations director for Griffith B. Wren Films, Inc., Minneapolis, commercial film producer. . . . Morris Ebin, an executive of the

WOMPI Entertains At Children's Party

NEW ORLEANS—Some 450 children from 11 orphanages and children's homes in this area were entertained by the WOMPI at the group's annual Christmas party in the Imperial last month. Also in attendance were 11 children from two indigent families fostered by the WOMPI. Free transportation on public carriers was arranged with the help of City Councilman Vic Schiro.

The children received free popcorn and candy as they entered the theatre and then joined the WOMPI choral group in singing Christmas carols, followed by a feature film and cartoons. Later, Santa Claus, in the person of Jim Cass, husband of WOMPI Loraine Cass, distributed gifts from beneath a Christmas tree in front of the stage.

Among those cooperating in the project were Claire Tremorel, the Manley Popcorn Company, Purity Reiss Candy Company, Joan Candy Company, Bayou Candy Company, Mmes. Rene Brunet, Sr., and Jr., J. Frisard, E. J. Broderick, Mayor deLesseps Morrison, Betty Finnin, William Monroe, Maurice Barr, Irving Paley, Clyde Daigle, and Dan Brandon. WOMPI president Ruth Toubman was general chairman, supervising club committees securing outside help.

Town Theatre Corporation, Minneapolis, and owner of drive-in theatres at Cedar Rapids and Dubuque, Iowa, was elected to the board of directors of the First Edina National Bank in suburban Edina. . . . Leo J. Doty, 64, office manager, Universal, died of a heart attack at the exchange on Christmas day. He had been with the exchange here for 13 years, coming to Minneapolis from Kansas City, Mo. . . . St. Paul Police Chief William Proetz sent a letter to Harry Weiss, division manager of RKO Theatres here, advising him to put an "adults only" label on the film "Baby Doll." Such a gesture wasn't necessary, Weiss pointed out, since the whole national advertising campaign for the picture is based on an "adults only" theme.

New Haven

Despite protests over Warners' "Baby Doll" here and in Hartford, Conn., theatres in both cities played the film. In



Hungarian refugee relief received \$21,000 from the sale of tickets to the recent world premiere of RKO's "Bundle Of Joy," Capitol, New York. Left to right, Debbie Reynolds and Eddie Fisher, stars of the film, are seen with Monsignor Bela Vargas, First Aid For Hungary, Inc., and Thomas F. O'Neil, chairman of the board, RKO Teleradio Pictures, and Walter Branson, RKO vice-president in charge of world-wide distribution, also were in attendance.

Hartford, the Strand was reported to have been the victim of a bomb hoax in regard to the film. . . . Two drive-ins publicized New Year's Eve shows with free coffee. The Pix, Bridgeport, Conn., offered free coffee and soda all evening, while the Meadows, Hartford, publicized electric heaters and free coffee and donuts. . . . The West Haven police department continued a search for youngsters responsible for breach of peace in a West Haven theatre. . . . The Lincoln reopened after closing during the holidays.

HARTFORD, CONN., NEWS—A. J. Bronstein, drive-in developer, and Mrs. Bronstein have returned from a four-month vacation stay in Mexico, Arizona, and California. . . . George E. Landers, Hartford division manager, E. M. Loew's Theatres, used extensive pre-opening teaser ad campaign for "Zarak" at E. M. Loew's, Hartford. . . . Ray McNamara, Allyn, had record store tie-ups for "Rock, Pretty Baby!" . . . Barney Tarantul, Burnside Theatre Corporation, has returned from a three-week stay at Durham, N. C. . . . Hector Frascadore, Farmington Drive-In, left on a three-month European vacation trip by air. He planned to visit Italy, France and northern Europe before flying home to reopen the theatre in mid-March. During absence, marquee bears one of his pet sayings: "If courtesy is a disease, let's start an epidemic!" . . . George LeWitt, New Britain, Conn., theatre owner, faces another probable court fight in his attempt to build a drive-in theatre at Berlin, Conn. An irate resident, Howard M. Culver, an opponent of the proposed theatre, has indicated he will go to court if the Zoning Commission

grants LeWitt's firm permission to construct the theatre. Meanwhile, the Board of Selectmen said it would not appeal the Hartford Superior Court ruling which threw out the town law prohibiting construction of outdoor theatres.

New Orleans

Paramount's "The Ten Commandments" was set for the Saenger, Jan. 31, according to manager Holland M. Smith, who said that extensive plans were being formulated for a gala premiere for the Cecil B. DeMille epic. . . . Joy N. Houck announced the Todd-AO "Around The World In 80 Days" for his Panorama, Jan. 23. . . . Major, as well as independent exchanges holiday closings were set for past noon, some at three p.m., some right after the lunch period, and others working through the afternoon. The MGM staff participated in an exchange of gifts; Allied Artists had open house starting at noon; the staff of Columbia gathered in the offices on Christmas Eve; Paramount held a party the Thursday night before Christmas in the exchange; while Warners, Universal, United Artists festivities included dinner and dancing.

New York

British Information Services announce the removal of their offices to 45 Rockefeller Plaza. . . . Berk and Krungold, theatrical real estate specialists, announce that they have consummated a sale of the 1,000-car Bowl Drive-In, New Haven, Conn., to Cinema Circuit Corporation, headed by Max A. Cohen and Mark I. Finkelstein, who operate a large circuit of theatres in the metropolitan area. They

contemplate an immediate rebuilding of the spot including installation of additional ramps and improvements to the concession building. The capacity will be substantially increased. . . . John F. Murphy, vice-president, Loew's Theatres, Inc., announced the engagement of his sister, Patricia Murphy to Joseph E. Sullivan.

NEWARK, N. J., NEWS—Edward Kane, 30-year veteran of the industry, is leaving the Regent, Elizabeth, N. J., to explore new fields. He will move to New London, Conn. Sam Baker, another veteran, for many years manager, Baker, Dover, N. J., will take himself a bride and retire to the south. . . . New assistant at the Ritz here is John J. Carhart, who teaches music during the day and helps Alfred Barilla, manager, at night. . . . Bridget Cooke, Stanley Warner contact department, was hospitalized for an emergency appendectomy.

Philadelphia

Ben Zimmerman is resigning as managing director, Carman, as of January 19. It is reported that William Greenfield is anxious to retire; and that the theatre may close soon unless it changes hands. . . . The R.D.A. Club was robbed of several thousand dollars last weekend. . . . The threatened truck strike, which was settled just before the 11th hour, had the industry making plans for emergency handling of prints, etc. . . . Terry Reed, Columbia switchboard, announced her engagement to Ed Daley, not of the industry. . . . Leonard Hettleson has taken the lease on the Mayfair, West Philadelphia, from the Blumberg's. . . . The Phila-

A veritable who's who of the Philadelphia motion picture fraternity may be seen in the above photo of the recent luncheon given at the Barclay Hotel by Stanley Warner zone manager Ted Schlanger for SW executives, theatre managers, exchangemen, others, at which he gave details of his plan for fighting local amusement taxes. Seen at the head table, left to right, are Lester Wurtele, Columbia branch manager; John Turner; Norman Silverman, Republic branch manager; Dave Rosen, independent distributor; William Mansell, Warners district manager; William Madden, MGM branch manager; Ed Heiber, U-I branch manager; Max Gillis, Allied Artists branch

manager; Lou Formato, MGM district manager; Harry Brillman, Screen Guild branch manager; Charles Beilan, Warners branch manager; Bernie P. Brooks, SW assistant zone manager and head film buyer; Schlanger; William Yurasko, SW film buyer-booker; Sam Diamond, 20th-Fox branch manager; Ed Gabriel, Capital; Benny Harris, American Film; Jack Jaslow, independent distributor; Mort Magill, Buena Vista district manager; Ed Potash, U-I sales manager; John Schaeffer, independent distributor; Ulrik Smith, Paramount branch manager; Harry Weiner, Columbia district manager; and Charles Zagrans, RKO branch manager.



delphia Theatre Association, of which Lester Krieger is secretary, meets today at the Bellevue-Stratford Hotel in the Pink Room for a business session and election of officers. . . . Charlie Poorman, veteran showman of Pottsville, Pa., announced via a clever four-page "bulletin" that he was available for a new post. . . . Burt Stanley, long resident, Charles Johnson Home, Box 507, Royersford, Pa., sends New Year's greetings to former friends; and asks that they keep in touch with him. . . . Mitchell Pantzer's Independent Poster Exchange suit against National Screen Service is now before the U. S. Supreme Court on appeal from the Circuit Court decision of last year reversing the summary judgments and injunctive decrees entered by the District Court. . . . Bernie Brooks, assistant Stanley Warner zone manager, is moving his family to Philadelphia and will live at Garden Court Apartments. . . . Sam Shapiro, heading a new drive-in circuit, is now reported buying the Bethlehem Drive-In. . . . John F. Gillespie, general manager, Victoria Amusement Company, Shamokin, Pa., recently timed his showing of Benny Harris' American Film "Gaslight Follies," Victoria, to the 40th anniversary of the town's big fire of December 15, 1916. The News-Dispatch cooperated nicely with editorial and photo-art on the memorable conflagration all tied in with his large ad on the oldtime movies, at which he showed slides of actual scenes of the four-alarm fire. Gillespie also had as added features the original pianist, violinist and singer of popular songs employed by the theatre 40 years ago.

READING, PA., NEWS—Manager Helen Bortz, Warner, gave Warners' "Baby Doll" Signet books to the first 25 patrons on the day the picture opened in that house. News stories regarding the ban placed by Catholic Church dignitaries on the picture had some effect, it was understood, on the film's draw here. . . . The Majestic, Mt. Penn, staged a midnight horror show with two features on New Year's Eve.

Business Decline Forces Two Theatre Closings

WILMINGTON, DEL.—The closing of two theatres, the Blue Hen, Rehoboth Beach, Del., and the Auditorium, Lewes, Del., both owned by Charles S. Horn, Jr., Rehoboth, and under the management of William Blizzard, was announced last fortnight. The closings, according to a report in the *Wilmington Journal-Every Evening*, are due to the mounting cost of operation and a decline in attendance.

Continuing to serve the southeastern Delaware area are the Center, Rehoboth, and the Midway Drive-In, on the Rehoboth Highway, as well as the Avenue, all operated by William B. Derrickson, Rehoboth. Derrickson was quoted by the *Journal-Every Evening* as admitting that business has taken a tremendous decline.

WILMINGTON, DEL., NEWS—John O. Hopkins, Jr., manager, Hopkins, opened a new 168-car off-street parking lot at 11th and French Streets. He also operates a parking lot on French, between Eighth and Ninth Streets. . . . New Year's Eve midnight shows here included 20th-Fox's "Anastasia," Rialto; UA's "The King And Four Queens," Loew's; Warners' "Giant," Warner; Buena Vista's "Westward Ho The Wagons," Towne; and Paramount's "Hollywood Or Bust," Eskin's Queen.

Pittsburgh

J. H. Alexander, Alexander Theatre Supply, was recuperating from an operation and was expected to go to St. Petersburg, Fla., for a rest and vacation. . . . Sylvia Miller, National Screen bookkeeper, resigned. . . . Allied PTO directors named Bert. M. Stearn to the board. . . . W. Parke Tranter, owner, West End, will dismantle the building and sell all equip-

ment unless he finds someone to reopen the theatre. . . . Paramount branch managers in Howard Minsky's district met here for two days with Hugh Owen, sales executive.

St. Louis

The reopening of the Okaw, Findlay, Ill., was being considered by a group of businessmen. The house was closed last month by Mr. and Mrs. J. F. Janssen because of poor attendance. . . . Leonard Midyett, owner, Ava, Ill., threatened to close the house unless attendance improved. . . . Sigler Carey, son of Judge George C. Carey, Stadium owner, Caruthersville, Mo., took over operation of the Gem there in a deal with the Rodgers circuit, Cairo, Ill. . . . National Screen office manager Eddie Koehr returned to his desk after illness. . . . Delay in delivery of in-car heaters caused the 66 Park-In, a Wehrenberg unit, to close for the winter. . . . Paramount slated an important sales meeting here, Jan. 16-18, under general sales manager George Weltner.

San Antonio

A new price policy for children under 12 has been instituted in the Texas, according to Tommy Powers, manager; the tariff will be 25 cents for them. . . . Tonina Jackson, former Warners salesman, was in from Mexico City, where he is one of the top wrestlers. . . . The Palace, San Marcos, Tex., has started a Mexican picture policy. It is a deluxe house with a seating capacity of 500. . . . Mr. and Mrs. Alex Medrano, Texas City, Tex., are owners and operators, Salon Mexicano, which they have opened in that city with Mexican product featured.

Seattle

John E. Kent, Paramount salesman, was awarded a solid gold watch and a diamond pin to commemorate his 25th year of service with the organization. . . . Jack Dudman, manager, Coliseum, resigned



The A-MAN Corner

Theatre managers . . . assistant theatre managers . . . theatre advertising and publicity men . . . film buyers . . . film bookers . . . circuit executives . . . maintenance and equipment engineers. IF you* are looking for a job, . . . or IF you* are looking for a man, . . . just describe your needs in 25 words or less and send to "The A-MAN Corner." Add your name and address. Names and addresses will be published unless a box number is requested. All such "classified ads" will be published in three consecutive issues and then dropped. If success does not crown an original effort, it can be repeated through a new application after a 60-day interval.

This completely new EMPLOYMENT SERVICE is available to ALL theatres without reservation. It is not necessary to subscribe to MOTION PICTURE EXHIBITOR to avail yourself of this service. No other industry trade paper offers it! And it is completely FREE!

*A (WO)MAN is also welcome . . . but in this preponderantly male business, she should specify her sex.

MANAGER AVAILABLE. Drive-In, conventional experience. Exploitation, maintenance minded. 3 years' college. Age 30, wife and son. Presently employed, available on notice. Prefer Las Angeles vicinity. BOX B1226, c/o M. P. EXHIBITOR, 246 North Clarion St., Phila. 7, Pa.

DRIVE-IN MANAGER AVAILABLE. Experienced all phases drive-in, conventional theatres. 25 years in business. Excellent employment record. Resume and references furnished. Relocate anywhere for good opportunity. BOX E19, c/o M. P. EXHIBITOR, 246 North Clarion St., Phila. 7, Pa.

AVAILABLE, DRIVE-IN MANAGER, or small-circuit head. All phase experience including projectionist's license. Prefer eastern half Pennsylvania. Write for brochure describing this unusual man. CHARLIE POORMAN, 1300 Mt. Hope Ave., Pottsville, Pa. (19)

EXPERIENCED MANAGER AVAILABLE. Experienced in film buying, backing and supervision. Prefer Midwest area. Can furnish excellent references. 35 years in business. Married, one child. BOX A19, c/o M. P. EXHIBITOR, 246 North Clarion St., Phila. 7, Pa.

MANAGER WANTED FOR CITY DRIVE-IN operation. Capable doing hand art, ads. State experience, age, family status, salary expected. Include sample ad. BOX C19, c/o M. P. EXHIBITOR, 246 North Clarion St., Phila. 7, Pa.

MANAGER-PROJECTIONIST AVAILABLE. Age 47. Married. Conventional, Drive-In experience over 30 years. Exploitation, promotion, maintenance. Will go anywhere. Best of references. K. L. DICKSON, 909 Indiana, Neodesha, Kansas. (12)

MANAGER, age 34, 15 years' experience. Farmer independent theatre owner, manager for large New York City circuit. Available January 5. Anywhere in New York, Pennsylvania, Ohio. BOX A12, c/o M. P. EXHIBITOR, 246 North Clarion St., Phila. 7, Pa.

THEATRE MANAGER AVAILABLE. Age 29, married, 12 years' experience in all phases of management, exploitation. Best references. Midwest preferred. BOX A1226 c/o M. P. EXHIBITOR, 246 North Clarion St., Phila. 7, Pa.

NEED DRIVE-IN MANAGER, middle of February, possibly another shortly thereafter. Want live wire, advertising, exploitation. No buying, backing. Eastern Virginia. Write salary expected, full information. BOX B19, c/o M. P. EXHIBITOR, 246 North Clarion St., Phila. 7, Pa.

DRIVE-IN MANAGER, 5 years' experience seeks drive-in or first run conventional. New York State area preferred, not necessary. Single, twenties. Tap salary (please state). Exchange references. BOX D19, c/o M. P. EXHIBITOR, 246 North Clarion St., Phila. 7, Pa.

Address all correspondence to—

The A-MAN Corner

{ Motion Picture Exhibitor
246 N. Clarion St., Philadelphia 7, Pa.

from Evergreen Theatres, with which he had been associated for 14 years, to take the post as assistant manager, Civic Auditorium. To fill his spot, Del Larrison moves over from the Fifth Avenue as manager, and Joe Furfaro comes in from a suburban theatre to take over the Fifth. . . . Leo Lanz was to leave for Mexico City to survey the Spanish entertainers

now popular in the southern part of the U.S. . . . Hildegard Peterson, secretary, Portland branch of Northwest Releasing, is back on the job after having taken time off to become a mother. . . . Bob Cleveland, former RKO salesman, and his wife, Mercedes, who has been working at Favorite Films of California, have left for Anchorage, Alaska, to join the Chris Paulsen organization.

PROGRESSIVE ELECTRIC CONSTRUCTION CO., INC.

240 N. 13th STREET • PHILADELPHIA 7, PA

**Theatre Installations
and Maintenance**

HENRY FRIEDMAN
Realtor and Insurance
Specializing in Theatre
Real Estate and Insurance

(Member Main Line Board of Realtors)

17 W. Lancaster Ave., Ardmore, Pa. GR 7-5730

THEATRE SEAT COVERS

Hayco seat covers for all makes
and models of theatre chairs.

JACK HAYES SEATING SERVICE
ONE MONICA PLACE, BALDWINVILLE, N. Y.

Washington

Harry Bachman, 53, Circle Theatre Corporation president, died early last month. He was a Variety Club member; past

Theatre, PR Executive Dies Of Heart Attack

SEATTLE—Hall Baetz, 56, prominent public relations and theatre executive, died suddenly of a heart attack last fortnight while attending a Lion's Club meeting in the Stewart Hotel. He was dead on arrival at The Doctors Hospital.

Baetz was a member of the Community Service Department of Joint Council 28, Teamsters Union. He also operated his own public relations firm and was the owner of a Ballard district theatre. At one time, he was associated with Fox Intermountain, Denver. Survivors include his widow, Jean, and four children.

Virginia Exhibitors Set Convention Plans

RICHMOND, VA.—Harry Goldberg, director of advertising and publicity, Stanley Warner Theatres, will be one of the principal speakers at the annual winter meeting of Virginia Motion Picture Theatre Association, to be held in the Jefferson Hotel here on Jan. 16. Parke Rouse, executive director, Jamestown Festival, will share the platform with Goldberg during the morning session, according to Seymour Hoffman, Association president.

A special promotion session will be held in the afternoon, a two-hour forum with a panel of top exploitation men from Virginia theatres relating their own experiences and asking for reports from the other members on their best promotion stunts and advertising during the past two months. Cash prizes will be awarded those who report the best results from the special project, as announced at the October meeting. Olen Martin, Bucyrus Outdoor Theatre Corporation in Ohio, will be a special guest, with Dave Garvin, Paramount, Newport News, acting as moderator.

Detailed information on a state-wide theatre contest that has been in the formation stage for several months by a special committee headed by Syd Gates will be discussed during the day-long session. The regular quarterly board of directors meeting will be held the evening preceding the winter session, Hoffman stated.

secretary and treasurer, Motion Picture Theatre Owners of Metropolitan Washington; and 1954 local campaign chairman, Cerebral Palsy Association. . . . Joseph B. Walsh, Exhibitor Service, was married to Ethel Long. . . . New officers of Local F-13, IATSE, include Norville Price, president; Walter Donahue, vice-president; Ethel Curtiss, recording secretary; Agnes Turner, financial secretary; Walter Bangs, treasurer; Hazel McCarthy, guardian; and George Sullivan, business agent.

J. Carmody, drama editor, Washington Evening Star, has joined the drama panel of the International Exchange Program. . . . Jay Perri, station WEAM, was named as the voice with the most "Friendly Persuasion" in a recent contest in connection with the Ontario's engagement of the AA picture. . . . The Capitol Hill has inaugurated a policy of Friday "family nights." One 90-cent ticket will admit an entire family. . . . Jack Susman, salesman at Columbia, has transferred to the Variety Club of Washington, Tent 11, from the Albany Tent. . . . Installation of Variety Club officers and board of governors for 1957 will take place on Jan. 14 at a luncheon. Alvin Q. Ehrlich is chairman of the affair. Jake Flax and J. E. Fontaine were recently elected as honorary life board members of the Variety Club of Washington. The appointment marks the first in the 22-year history of the club. Gilbert F. Newman, Theatre Advertising Company, has been accepted as a regular member of Tent 11. . . . RKO Theatre, Inc., announced the sale of the Albee Building and Keith Theatre for \$1,550,000 to Morris Cafritz. RKO will continue to operate the theatre.

ALLIED ARTISTS

The Cruel Tower (5629)

MELODRAMA
88M.

ESTIMATE: Okay thriller for lower half.

CAST: John Ericson, Mari Blanchard, Charles McGraw, Steve Brodie, Peter Whitney, Alan Hale, Rico Alamiz, Diana Darrin, Barbara Bell Wright, Carol Kelly, Tim Ryan. Produced by Lindsley Parsons; associate producer, John M. Burrows; directed by Lew Landers.

STORY: John Ericson is thrown off a freight after being robbed by vagrants and is found unconscious by itinerant steeplejacks Peter Whitney, Steve Brodie, and Charles McGraw. They take him to their trailer camp, where he is nursed back to health by McGraw's girl, Mari Blanchard. Although he has a fear of high places, Ericson joins them in their work on high towers. He also falls in love with Blanchard. They try to keep it a secret from McGraw, who is drinking heavily. McGraw taunts Blanchard about her past, abuses Ericson over his fear. Barroom brawls become frequent, but when a rival steeplejack gang tries to sabotage their work, they are driven off with the men again rallying to McGraw. Finally, McGraw contrives a so-called "accident" on Brodie, whom he has been led to believe has been secretly seeing his estranged wife. Later, McGraw taunts Ericson about his being scared and sneers at his friendship with Blanchard while they are high on the tower. In attempting to push Ericson off the tower, the liquor-sodden McGraw loses his balance and falls to his death. Ericson and Blanchard start life together anew.

X-RAY: This down to earth meller of the work and drab life of steeplejacks can boast good direction. It has been played with power and conviction by practically the entire cast. Screenplay by Warren Douglas, based on novel by William B. Hartley, is also a taut job. The picture should find its niche without any trouble as a programmer or on the lower half. This bears a Legion of Decency "B" rating.

AD LINES: "The Towering Thrills Of The Men And Women Who Take A Chance—On Anything"; "The Savage Peak Of Man-Woman Fury"; "The Kid Had Never Climbed So High—So The Babe Showed Him The Way—Step By Step."

BUENA VISTA

Cinderella

(Disney)
(Technicolor)

CARTOON
74M.

ESTIMATE: Reissue is topnotch Disney.

CREDITS: Directed by Wilfred Jackson, Hamilton Luske, and Clyde Geronimi; production supervision by Ben Sharpsteen; produced by Walt Disney.

X-RAY: This reissue was first reviewed in THE SERVICESECTION in December, 1949, at which time it was released through RKO. It was said at that time: "The old Disney is back again in fine shape with an entry that will enthrall young and old alike and with a huge, ready-made audience waiting for this cartoon version of the old fairy tale. It unfolds in delightful fashion with just the proper touches and a number of hit tunes, in addition to introducing several new cartoon characters. The color and special effects are in the proper vein, and, all in all, this should represent a hefty return at the boxoffice. It is all-cartoon. Among tunes heard are: "Cinderella," "So This Is Love," "A Dream Is A Wish Your Heart Makes," "Cinderella Work Song," "The

MOTION PICTURE

EXHIBITOR

SERVICESECTION

The original Pink Section evaluations of features and shorts

Published weekly by Joy Emanuel Publications, Inc., Publishing office: 246-248 North Clifton Street, Philadelphia 7, Pennsylvania. New York: 229 West 42nd Street, New York City, West Coast Representative: Paul Manning, 8141 Blackburn Avenue, Los Angeles 48, California. Joy Emanuel, publisher; P. J. Greenhalgh, general manager; Albert Erlick, editor; Max Cedes, business manager; George Frees Nonemaker, feature editor; Mel Konecoff, New York editor.

SECTION TWO
VOL. 57 • No. 11

JANUARY 9, 1957

Magic Song," and "Sing Sweet Nightingale."

AD LINES: "A Joy For Young And Old Alike"; "Disney At His Best"; "Another All-Cartoon Hit From The Disney Studios."

COLUMBIA

Wicked As They Come (132)

MELODRAMA
94M.

(Made in England)

ESTIMATE: Fair meller for the program.

CAST: Arlene Dahl, Phil Carey, Herbert Marshall, Michael Goodliffe, David Kossoff, Marvin Kane, Sidney James, Gilbert Winfield, Patrick Allen, Ralph Truman, Faith Brook, Alastair Hunter, Larry Cross, Jacques Frunius. Produced by Maxwell Setton; directed and screenplay by Ken Hughes.

STORY: Poor but beautiful Arlene Dahl manages to win a fixed beauty contest, winning a trip to Europe. She meets advertising executive Phil Carey, who is attracted by her charms but repelled by her obviousness, ruthlessness and desires to get ahead. London photographer Michael Goodliffe falls for Dahl, and she takes advantage of the situation by running up bills he can't afford to pay and then running out on him. She gets a job in the office of Carey's boss, Herbert Marshall, who also falls for her. She is prepared to steal Marshall from his wife when she learns that the business is actually controlled by his father-in-law, Ralph Truman, an elderly widower. She maneuvers Truman into marrying her. Now rich, but still dissatisfied, Dahl realizes she loves Carey. Mistaking Truman for a prowler, she kills him. Carey learns that Dahl's emotional tangle stems from the fact that she was raped as a teenager and has subconsciously been wreaking vengeance on all men since. She is convicted of murder and sentenced to hang as no one believes the story of the prowler. Carey discovers that the prowler was actually Goodliffe and convinces him to testify. Dahl's sentence is commuted, but neither she nor Carey is certain what the future holds.

X-RAY: Arlene Dahl is quite a lovely femme-fatale, although some of the situations in this drama of the evil woman stretch credibility. A capable cast gets the most out of the material, but a too deliberate pace tends to slow down proceedings. It is satisfactory program fare, with certain elements of mystery and suspense. Production is slick, but the result is vaguely reminiscent of the vamp who ruined men on the screen years ago.

It's a bit hard to believe even so lovely a marksman as Dahl could so consistently hit the bullseye with every man in sight. The bears a Legion of Decency "B" rating.

TIP ON BIDDING: Fair program rates.

AD LINES: "For Every Man Who Betrayed Her, A Hundred Men Had To Pay"; "What She Wanted Out Of Life, She Got Out Of Men"; "The Story Of A Bad Girl . . . And The Men Who Made Her That Way."

MGM

Edge Of The City (714)

DRAMA
85M.

ESTIMATE: Off-beat drama has much merit and many angles.

CAST: John Cassavetes, Sidney Poitier, Jack Warden, Kathleen Maguire, Ruby Dee, Robert Simon, Ruth White, William A. Lee, Val Avery, John Kellogg. Directed by Martin Ritt; produced by David Susskind.

STORY: John Cassavetes, deserter from the Army, turns up in a waterfront railroad yard and gets a job through Jack Warden, using a phony name and agreeing to give gang boss Warden a cut of his pay every week. Another gang leader, Negro Sidney Poitier, takes a liking to him and offers advice and friendship. Cassavetes thinks constantly of home, a father who was rough on him, and a loving mother. Poitier helps him find a room and gets permission for him to transfer to his work crew. He even promotes a friendship and romance between Cassavetes and Kathleen Maguire. Their friendship is resented by Warden, who picks a fight with Cassavetes. He is actually gunning for Poitier and the latter obliges him. They fight with loading hooks and Warden kills the Negro. The police investigate but get nowhere because of fear of Warden. Cassavetes, too, is afraid and thinks of returning home to his parents, who forgive him his past and want him home. A visit to Poitier's wife, Ruby Dee, shows him he is doing wrong by running away. He sends for the police before going into battle with Warden, who he is determined will pay for Poitier's murder. He is also prepared to straighten out his own life, with Maguire waiting for him.

X-RAY: An analysis of this dramatic entry will show that it can play and play well in many situations, while in others exhibitors may have to avoid showing this off-beat film. For instance, in the south an exhibitor will have to think twice about booking the feature that shows white and Negro living as friends, visiting with each other, etc. Elsewhere,

it will merely be a reflection of the current trend toward integration, showing an ability to live with other races and creeds. The film and theme are daring, intriguing, different, and offer much in the way of unusual entertainment. It can be promoted and exploited, and it will certainly garner much attention via word of mouth as well as in the press. The performances are very good, and the direction and production are in the better category. The story and screenplay is by Robert Alan Aurthur, who also wrote the TV play, "Ten Feet Tall," on which the film is based. Whether the fact that it was a dramatic offering on TV coast-to-coast will help or hinder is also something for theatre operators to consider.

TIP ON BIDDING: Depending on individual situation.

AD LINES: "Trouble Was His Middle Name"; "A Man Can Take Just So Much Before He Breaks Or Breaks His Tormentors"; "Unusual Entertainment That Must Not Be Missed."

The Iron Petticoat (712)

COMEDY
87M.

(Technicolor)
(VistaVision)
(Filmed in England)

ESTIMATE: Fairly amusing Hope entry.

CAST: Bob Hope, Katherine Hepburn, James Robertson Justice, Robert Helpmann, David Kossoff, Alan Gifford, Paul Carpenter, Noelle Middleton, Nicholas Phipps, Sidney James, Alexander Gauge. Directed by Ralph Thomas; produced by Betty Box.

STORY: Air Force pilot Bob Hope escorts a Russian plane piloted by Captain Katherine Hepburn, Russian woman ace, down into the western zone. He is assigned to be her companion, guide, bodyguard, etc., and is ordered to sell her on democracy. He manages to get them assigned to London so that he can be near wealthy fiancée Noelle Middleton, but he finds himself in hot water with the latter when she finds him and Hepburn in several compromising situations. Meanwhile, the Russians, headed by James Robertson Justice, try to get her back but fail until Hepburn starts to fall for Hope and discovers a marriage license for him and Middleton. She volunteers to go back, is court-martialed, and ordered to return to Moscow disgraced. Hope has fallen for her, too, and when he learns of her predicament, he uses a variety of ways to try and effect her escape, including boarding the plane carrying them all to Moscow. They land expecting the worst, only to find that there has been a change of policy. Their captors are carted off to jail while they are freed to be married and come to America. The Russians hope this will result in favorable propaganda for their side.

X-RAY: There are quite a number of humorous scenes and situations to be found here, but there is also quite a bit of slapstick and forced humor. However, it's all in fun, and with Hope on the rampage most viewers will get a charge out of the proceedings. It's light and amusing and something for the whole family. The story is adequate, the performances average, and the direction and production okay. The screenplay is based on an original story by Harry Saltzman.

TIP ON BIDDING: Higher program rates.

AD LINES: "When Katherine Hepburn Turns Spy And Bob Hope Spy Catcher There's Fun For All"; "Bob Hope Is On The Rampage And Katherine Hepburn's Got Him"; "It's Crazy, Mixed Up Fun With Bob Hope And Katherine Hepburn."

THE SERVICESECTION is the only service of its kind giving a full coverage, listing, and reviews of all features and shorts in the domestic market.

PARAMOUNT

The Rainmaker (5606)

DRAMA
121M.

(VistaVision)
(Technicolor)

ESTIMATE: High rating entry.

CAST: Burt Lancaster, Katherine Hepburn, Wendell Corey, Lloyd Bridges, Earl Holliman, Cameron Prud'homme, Wallace Ford, Yvonne Lime, Dottie Bee Baker, Dan White. Produced by Hal B. Wallis; directed by Joseph Anthony.

STORY: Portions of the southwest are in the grip of a drought with the shortage of water particularly acute where Cameron Prud'homme has his ranch with his three children, Katherine Hepburn, Lloyd Bridges, and Earl Holliman. Hepburn has been both mother and sister to them all, and the greatest disaster in her life is that no man outside her family has found her attractive. She yearns for romance and marriage. Bridges is more like a father than a brother, over solicitous of their welfare and afraid brother and sister might get hurt. The youngest, Earl Holliman, is not allowed to think or act for himself by Bridges, who particularly warns him to stay away from a cute neighbor gal who likes to flirt. The family sends Hepburn off to distant relatives hoping a wedding might result, but it doesn't. Upon her return, they try to interest deputy sheriff Wendell Corey, but he's shy and cautious. At this point, Burt Lancaster, seemingly a confidence man, shows up and informs them that for a hundred dollars he'll bring them the needed rain. As a gag, Prud'homme goes along. Lancaster sizes up the family correctly. He talks plainly to Hepburn, romances her a bit, changes her hairdo, and gives her the needed confidence to think she is attractive. He puts backbone in Holliman, who romances Yvonne Lime. Corey arrives to take Lancaster to jail as a confidence man, but the family persuades him to let him go. Lancaster asks Hepburn to go along, but Corey asks her, instead, to remain as his wife, and she agrees. As Lancaster starts to leave, a thunder storm breaks loose and the much needed rain falls from heaven. Is Lancaster responsible? Who knows?

X-RAY: A theatre audience seemed to have a perfectly enjoyable time viewing the proceedings on screen, and the film contained just the right amount of humor, drama, tenseness of situation, and an atmosphere that kept the circumstance and interest alive throughout. Moods changed as the story progressed, and there were moments of heart warmth and heart-break which were in turn followed by laughter and human understanding. Perhaps, mainly responsible for the success of the entry are the outstanding performances by Katherine Hepburn and Burt Lancaster, who are more than ably supported by the others in the cast. The direction and production are of top calibre. This could be a big boxoffice success when the word gets around that it is better entertainment. The screenplay is by N. Richard Nash, based on his play. This bears a Legion of Decency "B" rating.

TIP ON BIDDING: Higher rates.

AD LINES: "The Rainmaker" Must Not Be Missed"; "Excellent Entertainment . . . The One You've All Been Waiting For"; "A Story Of People And How One Man Changed Their Lives For The Better."

REPUBLIC

Above The Waves (5601)

MELODRAMA
92M.

(English-made)

ESTIMATE: Exciting English melodrama.

CAST: John Mills, John Gregson, Donald Sinden, James Robertson Justice, Michael Medwin, James Kenney, O. E. Hasse, Lee Patterson, Lynson Brook. Produced by William MacQuitty; directed by Ralph Thomas.

STORY: While the battle of the Atlantic in World War II is at its fiercest, many British battleships are forced to keep an eye on the German battleship, Tirpitz, hiding in a Norwegian fjord. Commander John Mills volunteers to try and get at her with torpedos manned by humans, but is robbed of success at the last moment. A second try is intended using midget subs, and three make the attempt with one commanded by Mills. Two are successful in planting explosives near the vessel, but they can't get away. The third is bogged down with operating troubles. The men from all three are taken prisoner aboard the battleship and are on deck when she is wounded by the exploding ammunition. The vessel is put out of commission, and the men are presumably taken to a prison camp.

X-RAY: The cast is all-male in keeping with the proper treatment of the subject matter which is the serious conduct of a certain phase of World War II. How the operation to destroy a German battleship is set up and carried through makes for suspenseful and highly interesting entertainment with a semi-documentary flavor which is of value here. The cast is good, and the direction and production in the better class. It can do well as part of the program or in the specialty spots as a better import. The screenplay is by Robin Estridge, based on a story by C. E. T. Warren and Lames Benson.

AD LINES: "A Secret Operation Of World War II Revealed At Last"; "The Story Of Human Torpedos"; "A Yarn Of Excitement And Adventure Beneath The High Seas."

20TH-FOX

The Girl Can't Help It (629)

MUSICAL
COMEDY
99M.

(CinemaScope)

(Color by DeLuxe)

ESTIMATE: Highly entertaining entry.

CAST: Tom Ewell, Jayne Mansfield, Edmond O'Brien, Julie London, Ray Anthony, Barry Gordon, Henry Jones, John Emery, Juanita Moore, Fats Domino, The Platters, Little Richard and band, Gene Vincent and his Blue Caps, the Treniers, Eddie Fontaine, Abbey Lincoln, The Chuckles, Johnny Glenn, Nino Tempo, Eddie Cochran. Produced and directed by Frank Tashlin.

STORY: Tom Ewell, once a prominent theatrical agent and star-maker, is down and almost out when he gets a call from former racketeer Edmond O'Brien, who asks him to make a star of girl friend Jayne Mansfield. When this is done, O'Brien intends to marry her. He offers Ewell good pay but warns him to keep hands off. Mansfield takes a liking to Ewell, and she shows him she can cook, keep house, etc., as well as look beautiful. They are attracted to each other, but Ewell is always mindful of O'Brien's threat. She tries to convince everyone she has no voice so that she won't be successful and have to marry O'Brien, but she becomes a hit recording artist despite her belittling efforts with a rock and roll tune written by O'Brien while he was doing time in jail. Ewell and Mansfield are in love, and O'Brien finally convinces himself that Mansfield without a good singing voice may never reach the top and isn't worthy of him. She surprises Ewell as the climax draws near by singing a song in a pretty good voice, and

they go on to get married with O'Brien's blessing, while he becomes a big recording and singing star of rock and roll.

X-RAY: This is an ideal vehicle to show off Jayne Mansfield's talents and attributes. It's funny, light in weight but entertaining, has loads of rock-'n'-roll music, and personal appearances by a number of artists who are prominent in that field. The film also gently but firmly spoofs the rhythmic mumbo jumbo. Producer-director Frank Tashlin is to be complimented on his many cute and amusing touches which make the entry all the more palatable and entertaining. Mansfield is fine in this type of role, with Ewell and O'Brien proving good foils for the well-stacked young lady. It looks as though everyone enjoyed making the film. Add to it CinemaScope and good color, and you've got the makings of a hit. The screenplay is by Frank Tashlin and Herbert Baker. Among the tunes heard are "The Girl Can't Help It," "Ready Teddy," "She's Got It," "Blue Monday," "You'll Never Know I Care," "Rockin' Round The Rock Pile," "Cry Me A River," "20 Flight Rock," "Rockin' Is Our Bizness," "Cool It Baby," "Blue Suede Shoes," "Cinnamon Singer," "Spread The Word," "Be Bop A Lula," "I Ain't Gonna Cry No More," "Tempo's Tempo," and "Every Time." This bears a Legion of Decency "B" rating.

TIP ON BIDDING: Higher bracket.

AD LINES: "This Girl Has Everything"; "She Really Can't Help It . . . It's Natural"; "What A Build . . . What A Yarn . . . What A Film."

UNITED ARTISTS

Four Boys And A Gun

MELODRAMA
73M.

(Security)

ESTIMATE: Lower half filler.

CAST: Frank Sutton, Tarry Green, James Franciscus, William Hinant, Otto Hulett, Robert Dryden, L. Pat O'Malley, Diana Herbert, Patricia Sloan, Nancy Devlin, Patricia Bosworth, David Burns, Anne Seymour. Produced and directed by William Berke.

STORY: Tarry Green, Frank Sutton, James Franciscus, and William Hinant try to hold up the boxoffice of a fight arena. They tangle with the police, and the light switch is pulled. In the confusion, Franciscus is wounded in the leg and one of the cops is killed. Franciscus is easily taken and the others are soon rounded up as well. The district attorney gives them a choice of the actual killer going to the electric chair and the other three going to prison or all going for the death penalty. Each has a chance to think back to the events leading up to the hold-up. Green was in love with a girl, but she gave him the gate for her boss, and he lost his job as well. Sutton worked for a bookie and held out some money. Short Hinant just wants to be one of the boys. Franciscus is married, his wife is to have a baby, and despite a bright showing in amateur boxing circles he is deemed unfit to enter the professional ring set-up. They try to get money in various ways, but finally turn to the holdup. At first they try to blame each other for the shooting, but when the chips are down they are determined that all be tried as one, come what may.

X-RAY: There is a fair amount of interest in the proceedings and how they unfold, and of course the juvenile delinquency thing is constantly in the headlines. For the most part, however, it's just another supporting feature for the program. The direction, production, and acting are okay. The screenplay is by Philip Yordan and Leo Townsend, based on a novel by Willard Wiener. There is a song, "I'll Never Get Mad Again." This bears a Legion of Decency "B" rating.

AD LINES: "Four Boys And A Gun Add Up To Big Trouble"; "This Is How Not To Live"; "They Only Had One Answer For Law And Order—A Gun."

WARNERS

The Wrong Man (608)

DRAMA
105M.

ESTIMATE: Highly interesting drama.

CAST: Henry Fonda, Vera Miles, Anthony Quayle, Harold J. Stone, Charles Cooper, John Heldabrand, Esther Minciotti, Doreen Lang, Laurinda Barrett, Norma Connolly, Nehemiah Persoff, Richard Robbins. Directed by Alfred Hitchcock, associate producer, Herbert Coleman.

STORY: Henry Fonda is a musician at the famed Stork Club. By the time he gets home to his house in Queens, it's early in the morning. His wife, Vera Miles, is waiting for him complaining of a toothache and explaining she has to have the dentist do a lot of work to the tune of \$200. The next day, he visits his insurance office to see if he can borrow against his wife's policy. At the office, the girls are startled by his appearance and phone police to inform them that the man that held them up twice before has been in. Police wait for him at home and pick him up. They take him on a round of stores that were also robbed and the storekeepers identify him as the possible robber. Other characteristics cause the police to book him despite protestations of innocence. His family raises the bail to get him out. They hire attorney Anthony Quayle, who gets them to dig back for an alibi for the various days. Some of the witnesses have died, and Miles begins to think there is no winning and nothing to hope for. She becomes mentally ill and agrees to enter a private institution. The case goes to trial and a mistrial is declared when one of the jurors shows impatience. Fonda, too, despairs of ever seeing the end, but the real robber, Richard Robbins, tries another hold-up and is caught. The remarkable resemblance to Fonda is noted, and when witnesses identify Robbins, Fonda is cleared. Even this news fails to restore Miles to health, but two years later she is discharged as fully recovered.

X-RAY: Utilizing a documentary-type technique, Alfred Hitchcock has fashioned himself another suspense drama, this one true to life. Because it has basis in fact it is all the more effective. The subjects and subject matter will grip audiences at the start and hold them throughout the film's running time until the satisfactory conclusion. It covers a wealth of material in its report, such as what happens to a man from the time he is arrested and accused of a crime. There is drama and moments that touch the heart. The cast is pretty near perfect, Fonda, Miles, and Anthony Quayle particularly outstanding. The direction and production are superior. Mark it down as better dramatic entertainment with a different kind of suspense. The screenplay is by Maxwell Anderson and Angus MacPhail, based on a story by Anderson.

TIP ON BIDDING: Higher bracket.

AD LINES: "A Challenge In Suspense"; "A Real-Life Thriller"; "Do You Have A Double?"

MISCELLANEOUS

Frontier Woman

WESTERN
80M.

(Top)

(Eastman Color) (Vistarama)

ESTIMATE: Indian thriller okay for duallers.

CAST: Cindy Carson, Lance Fuller, Ann Kelly, James Clayton, Rance Howard, Geneva Rush, Dan Jones, Pete Cunningham, Mario Galento, Sam Keller. Produced by Lloyd Royal and Tom Garraway; directed by Ron Ormond.

STORY: Cindy Carson has been raised by Indian Geneva Rush, whose son, James Clayton, secretly loves her, although she looks upon him as a brother. Ann Kelly, Indian maiden, is in love with Clayton, jealous of Carson. Unscrupulous fur trader Rance Howard, intent on stealing Carson's lands and trapping rights, uses Kelly's jealousy to gain his ends, and Kelly gets a band of renegade Indians to go on the warpath. They burn settlers' houses and kill Rush in a raid, but Clayton remains loyal to Carson. Lance Fuller arrives upon the scene with a memento for Carson from her father who died in Texas, and the latest in firearms. He joins Carson and Clayton on a trip to the settlement with a load of furs. They are waylaid by the Indians but kill many with Fuller's gun. Clayton is killed by the Indians. Carson and Kelly engage in a hand to hand fight, but when Carson gets the upper hand, she spares the Indian girl's life, winning her gratitude. Later at the settlement, one of Howard's henchmen engages in a terrific fight with Fuller, and when Howard is about to shoot Fuller, Kelly shoots him with an arrow. Carson and Fuller look forward to a future together.

X-RAY: This southern-made western opus can boast excellent color photography, a more than satisfactory Vistarama process, a sufficiency of the usual action, a logical variation of "The Squaw Man" theme, almost too much Indian lore, a pleasant enough cast lacking in marquee lustre, and pretty inept direction. Screenplay is by Paul Piel. It was shot on the Chunky River in Mississippi, which masquerades as the Tennessee frontier.

AD LINES: "She Was The Daughter Of Davy Crockett"; "The Violent Frontier's Strangest Triangle"; "White Girl Against Indian Girl In A Strange Story Of The Tennessee Frontier."

The Shorts Parade

TWO REEL

CinemaScope Color Novelty

WONDERS OF NEW ORLEANS. Columbia—CinemaScope Travelark. 19m.—EastmanColor. Narrator George Jessel and the vocal talents of Bill Hayes relate the wonders of New Orleans to audiences as they watch the cameras record the high and low spots of the city known the world over. GOOD.

Comedy

COMMOTION ON THE OCEAN. Columbia—Three Stooges Comedies. 16m. The Three Stooges are would-be reporters out to recover some secret stolen documents on their way to an enemy country. They follow the spy aboard a vessel and as stowaways have a time trying to eat and stay hidden until they finally recover the missing papers and are heroes. FAIR. (1403).

Documentary

ALASKA LIFEBOAT. RKO—Pathe Special. 21m. When the ice melts and permits the passage of a boat, a mercy vessel from the U. S. Public Health Service containing a doctor, nurses, medical supplies, and equipment makes the rounds

(Continued on next page)

ALPHABETICAL GUIDE To 168 Features Reviewed Since The Sept. 5, Issue

This index covers features reviewed thus far during the 1956-57 season in addition to features of the 1955-56 season reviewed after the issue of Sept. 5, 1956.—Ed.)

A	
ABOVE US THE WAVES—92m.—Republic	4274
AMAZON TRADER, THE—41m.—Warners	4220
ANASTASIA—105m.—20th Century-Fox	4267
AROUND THE WORLD IN 80 DAYS—173m.— UA-Todd-AO	4243
ATTACK—107m.—United Artists	4217
AUTUMN LEAVES—108m.—Columbia	4214
B	
BABY DOLL—114m.—Warners	4263
BACK FROM ETERNITY—97m.—RKO	4227
BAD SEED, THE—129m.—Warners	4220
BAGDAD AFTER MIDNIGHT—60m.—Sonney	4245
BATTLE HYMN—108m.—U-I	4270
BEST THINGS IN LIFE ARE FREE, THE—104m.— 20th-Fox	4234
BETWEEN HEAVEN AND HELL—94m.—20th-Fox	4238
BEYOND A REASONABLE DOUBT—80m.—RKO	4227
BLACK WHIP, THE—77m.—20th-Fox	4267
BOOM TOWN—120m.—MGM	4242
BOSS, THE—89m.—United Artists	4217
BRASS LEGEND, THE—79m.—UA	4262
BRAVE ONE, THE—100m.—RKO	4231
BUNDLE OF JOY—98m.—RKO	4262
BURNING HILLS, THE—92m.—Warners	4220
C	
CALLING HOMICIDE—61m.—Allied Artists	4225
CANYON RIVER—80m.—Allied Artists	4249
CHA-CHA-CHA BOOM—72m.—Columbia	4229
CINDERELLA—84m.—Buena Vista	4273
CIRCUS GIRL—88m.—Republic	4216
CRUEL TOWER, THE—88m.—Allied Artists	4273
CRY IN THE NIGHT, A—75m.—Warners	4220
CURUCU, BEAST OF THE AMAZON—76m.—U-I	4251
D	
DANCE HALL RACKET—62m.—Weiss	4235
DANCE WITH ME HENRY—79m.—United Artists	4270
DANIEL BOONE, TRAIL BLAZER—76m.—Republic	4243
DEATH OF A SCOUNDREL—119m.—RKO	4250
DESPERADOS ARE IN TOWN, THE—73m.—20th-Fox	4258
DOCTORS, THE—92m.—Union	4244
DON'T KNOCK THE ROCK—80m.—Columbia	4265
E	
EARTH VS. THE FLYING SAUCERS—83m.—Columbia	4214
EDDY DUCHIN STORY, THE—123m.—Columbia	4214
EDGE OF THE CITY—85m.—MGM	4273
EVERYTHING BUT THE TRUTH—83m.—U-I	4251
F	
FIGHTING TROUBLE—60m.—Allied Artists	4265
FINGER OF GUILT—84m.—RKO	4238
FIRST TRAVELING SALESLADY, THE—92m.—RKO	4215
FLESH MERCHANT, THE—59m.—Sonney	4227
FLIGHT TO HONG KONG—88m.—United Artists	4234
FLYING LEATHERNECKS—102m.—RKO	4215
FOUR BOYS AND A GUN—73m.—United Artists	4275
FOUR GIRLS IN TOWN—85m.—U-I	4263
FRENCH CAN CAN—93m.—UMPO	4244
FRIENDLY PERSUASION—140m.—Allied Artists	4229
FRONTIER GAMBLER—70m.—Associated	4214
FRONTIER WOMAN—80m.—Top	4275
FULL OF LIFE—91m.—Columbia	4265

G	
GAMMA PEOPLE, THE—79m.—Columbia	4225
GIANT—198m.—Warners	4239
GIRL CAN'T HELP IT, THE—99m.—20th-Fox	4274
GIRL HE LEFT BEHIND, THE—103m.—Warners	4252
GREAT AMERICAN PASTIME, THE—89m.—MGM	4257
GREAT MAN, THE—92m.—U-I	4259
GUN BROTHERS—79m.—United Artists	4217
GUN FOR A COWARD—88m.—U-I	4271
GUN THE MAN DOWN—78m.—UA	4258
H	
HE LAUGHED LAST—77m.—Columbia	4230
HOLD BACK THE NIGHT—80m.—Allied Artists	4213
HOLLYWOOD OR BUST—95m.—Paramount	4262
I	
INSIDE A GIRLS' DORMITORY—100m.—Ellis	4252
IRON PETTICOAT, THE—87m.—MGM	4274
IS YOUR HONEYMOON REALLY NECESSARY— Brenner	4244
IT CONQUERED THE WORLD—71m.—American Int.	4245
J	
JULIE—97m.—MGM	4237
K	
KILLERS, THE—101m.—U-I	4227
KING AND FOUR QUEENS, THE—86m.— United Artists	4270
L	
LAST MAN TO HANG, THE—75m.—Columbia	4250
LAST WAGON, THE—99m.—20th-Fox	4216
LOVE ME MADLY—60m.—McCarthy	4271
LOVE ME TENDER—89m.—20th-Fox	4258
LUST FOR LIFE—122m.—MGM	4226
M	
MAN FROM DEL RIO—82m.—United Artists	4239
MAN IN THE VAULT—73m.—RKO	4267
MARCELINO—90m.—UMPO	4245
MARIE ANTOINETTE—149m.—MGM	4250
MEN OF SHERWOOD FOREST—77m.—Astor	4214
MIAMI EXPOSE—73m.—Columbia	4214
MOLE PEOPLE, THE—78m.—U-I	4252
MOUNTAIN, THE—105m.—Paramount	4231
MUTINY ON THE BOUNTY—133m.—MGM (Reissue)	4261
N	
NAKED HILLS, THE—73m.—Allied Artists	4229
NIGHTFALL—78m.—Columbia	4261
1984—91m.—Columbia	4214
O	
OBERSTEIGER, DER—98m.—Casino	4271
ODONGO—85m.—Columbia	4230
OKLAHOMA!—140m.—20th-Fox	4251
OPPOSITE SEX, THE—117m.—MGM	4226
P	
PAPA, MAMA, THE MAID AND I—94m.—Columbia	4241
PEACEMAKER, THE—81m.—UA	4251
PHANTOM HORSE, THE—90m.—Harrison	4220
PORT AFRIQUE—92m.—Columbia	4225
POWER AND THE PRIZE, THE—98m.—MGM	4226
PRIVATE'S PROGRESS—96m.—DCA	4214
R	
RAINMAKER, THE—121m.—Paramount	4274
REBECCA—129m.—20th-Fox	4216
REPRISAL—74m.—Columbia	4230
RIDE THE HIGH IRON—74m.—Columbia	4261
ROCK, PRETTY BABY—89m.—U-I	4259
ROCK, ROCK, ROCK—83m.—D.C.A.	4266
ROGUES OF SHERWOOD FOREST—80m.—Columbia	4241
ROSE BOWL STORY, THE—75m.—Allied Artists (Reissue)	4261
RUNAWAY DAUGHTERS—88m.—American-Int.	4249
RUNNING TARGET—83m.—UA	4259

S	
SCANDAL, INC.—79m.—Republic	4258
SCREAMING EAGLES—81m.—Allied Artists	4213
SEARCH FOR BRIDEY MURPHY, THE—84m.— Paramount	4237
SECRETS OF LIFE—75m.—Buena Vista	4241
SECRETS OF THE REEF—72m.—Continental	4245
SEVENTH CAVALRY, THE—75m.—Columbia	4241
SHAKE, RATTLE AND ROCK—77m.—American-Int.	4249
SHARKFIGHTERS, THE—73m.—United Artists	4244
SHE CREATURE, THE—77m.—American Int.	4245
SHIP THAT DIED OF SHAME, THE—91m.—Continental ..	4220
SILENT WORLD, THE—86m.—Columbia	4230
SLANDER—81m.—MGM	4266
SLEEPING CITY, THE—84m.—U-I	4227
SNOW WAS BLACK, THE—105m.—Continental	4257
SOLID GOLD CADILLAC, THE—99m.—Columbia	4214
SPELL OF THE HYPNOTIST—78m.—Exploitation	4221
SPIN A DARK WEB—76m.—Columbia	4230
STAGECOACH TO FURY—76m.—20th-Fox	4238
STORM CENTER—85m.—Columbia	4214
STRANGE ADVENTURE, A—70m.—Republic	4243
STRANGE INTRUDER—82m.—Allied Artists	4257
SUICIDE MISSION—70m.—Columbia	4250
T	
TALE OF TWO CITIES, A—128m.—MGM	4250
TEA AND SYMPATHY—122m.—MGM	4231
TEAHOUSE OF THE AUGUST MOON, THE— 123m.—MGM	4242
TEENAGE REBEL—94m.—20th-Fox	4251
TEN COMMANDMENTS, THE—219m.—Paramount	4237
TEN TALL MEN—97m.—Columbia	4242
TENSION AT TABLE ROCK—93m.—RKO	4231
THIRD MAN, THE—104m.—20th-Fox	4243
THREE VIOLENT PEOPLE—100m.—Paramount	4267
THUNDER OVER ARIZONA—75m.—Republic	4216
THUNDERSTORM—81m.—Allied Artists	4213
TOMAHAWK TRAIL—60m.—UA	4270
TOWARD THE UNKNOWN—115m.—Warners	4234
TO THE ENDS OF THE EARTH—108m.—Columbia	4242
TWO LOVES HAD I—98m.—Jacon	4271
U	
UNGUARDED MOMENT, THE—95m.—U-I	4217
UNTAMED MISTRESS—70m.—Armond	4245
V	
VAGABOND KING, THE—88m.—Paramount	4215
VIOLENT YEARS, THE—61m.—Phoenix	4239
VITELLONI—103m.—A.P.I. Prod.	4263
W	
WALK THE DARK STREET—74m.—Dominant	4245
WAR AND PEACE—208m.—Paramount	4215
WEREWOLF, THE—83m.—Columbia	4214
WESTWARD HO, THE WAGONS—90m.—Buena Vista	4265
WETBACKS—88m.—Gibraltar	4246
WHITE SQUAW, THE—75m.—Columbia	4242
WICKED AS THEY COME—94m.—Columbia	4273
WILD PARTY, THE—81m.—UA	4263
WOMAN'S DEVOTION, A—88m.—Republic	4262
WOMEN OF PITCAIRN ISLAND, THE—72m.—20th-Fox ..	4267
WRITTEN ON THE WIND—99m.—U-I	4234
WRONG MAN, THE—105m.—Warners	4275
Y	
YANG KWEI FEI—92m.—Buena Vista	4141
YAQUI DRUMS—71m.—Allied Artists	4225
YOU CAN'T RUN AWAY FROM IT—95m.—Columbia	4237
YOUNG GUNS, THE—84m.—Allied Artists	4249
Z	
ZARAK—99m.—Columbia	4266

(The running time carried in this listing represents the latest corrected time of each feature. While every effort is made to keep the listing accurate, features are often subject to editing after being reviewed. Readers are advised to check the time with the local exchange—Ed.)

The Shorts Parade

(Continued from preceding page)
of various Alaskan communities to examine the people, make suggestions, treat any emergencies that come up, and offer help where and when needed. GOOD. (73103).

Sports

FOOTBALL HIGHLIGHTS. RKO—Sport Specials. 15m. Excerpts from the following games are to be seen, Syracuse-Maryland; Michigan-UCLA; Notre Dame-Michigan State; Texas A&M-Texas Christian; Oklahoma-Notre Dame; Louisiana State-Florida; Iowa-Michigan; Georgia Tech-Tennessee; Iowa-Ohio State; Tennessee-Mississippi; Yale-Princeton; Pitt-Penn State; Army-Navy. GOOD. (73901).

ONE REEL

CinemaScope Color Cartoons

THE BRAVE LITTLE BRAVE. 20th-Fox—CinemaScope Terrytoon. 7m. A

tribe of Indians are fearful of a giant moose, and their efforts to hunt him down and eliminate him fail. The tiny son of the chief tries to get the animal himself. He helps the moose when he is in trouble, and the moose in turn assists him when the need arises. The tribe is amazed that the lad has accomplished with kindness what they were unable to do with force when he brings him into camp. GOOD. (5637).

GOOD DEED DALY IN CLOAK AND STAGGER. 20th-Fox—CinemaScope Terrytoon. 7 m. Good Deed Daly is assigned to guard the city reservoir and gets involved in a plot to blow it up by saboteurs. He manages to keep them from their mission, often to their disadvantage. They finally give up in disgust. FAIR. (5638).

Novelty

WHITE PERIL. RKO—Screenliner. 8m. When it snows in the Cascade Mountains it can be both a blessing and a peril, for the melting of these snows can either

provide a normal water supply or a flood, depending on the amount that has accumulated. There are specialists who have a special job of measuring and studying the amount of snow, and experience has taught them to determine the extent of the run-off. FAIR. (74204).

Sports

ASPHALT PLAYGROUND. Columbia—World of Sports. 10m. The story of how the New York Police Athletic League helps to combat juvenile delinquency with a program that includes the closing of streets to traffic for the children to play in is seen here. There are contests and other athletic programs enacted by the PAL. GOOD. (1801).

CinemaScope Color Travel

CROSSROADS OF THE WORLD. Warners—WarnerColor Scope Gems. 9m. This Andre De La Varre travelogue takes us to Singapore, its busy harbor, docks, alleyways and boulevards, temples, bazaars, markets, stores, Oriental-type architecture, etc. EXCELLENT. (4501).

current releases are available and in which future releases will be scheduled. While much of the following is subject to change, all data is submitted weekly to the particular distributors for their up-to-date checking and correcting, so that it is the latest knowledge available.

NOW IN GENERAL RELEASE

A.A.	COLUMBIA	M.G.M.	PARAMOUNT	R.K.O.	REPUBLIC	20th-FOX	U.A.	UNIVERSAL	WARNERS	MISC.
Yaqui Drums Rod Cameron, Mary Castle	To The Ends Of The Earth (RE) Dick Powell	Boom Town (RE) Spencer Tracy, Clark Gable	The Vagabond King (VV-TC) Kathryn Grayson, Oreste	Beyond A Reasonable Doubt Dana Andrews, Joan Fontaine	Lisbon (Naturama- Tricolor) (Made in Portugal) Ray Milland, Maureen O'Hara	Teenage Rebel (CS) Ginger Rogers, Michael Rennie	The Peacemaker (Makelim) James Mitchell, Rosemarie Bowe	The Sleeping City (RE) Richard Conte, Coleen Gray	A Cry In The Night Edmond O'Brien, Natalie Wood	Secrets Of Life (TC) (Part CS) (Buena Vista) (Disney)
Friendly Persuasion (TC) Gary Cooper, Dorothy McGuire, Mariette Main	The Gamma People (English-made) Paul Douglas	The Rack Paul Newman, Wendell Corey, Anne Francis	War And Peace (VV-TC) Audrey Hepburn, Henry Fonda, Mel Ferrer (Made in Italy) (Special Engagements)	Back From Eternity Anita Ekberg, Robert Ryan	(Made in Portugal) Ray Milland, Maureen O'Hara	Love Me Tender (CS-DC) Richard Egan, Debra Paget, Elvis Presley	Gun The Man Down (Morris- McLaglen) James Arness, Emilie Meyer	The Bad Seed Nancy Kelly, Patty McCormack, Henry Jones, Eileen Heckart	The Amazon Trader (WC) John Sutton, Marie Fournada	It Conquered The World (American-Int.) Peter Graves, Beverly Garland
Fighting Trouble The Bowery Boys	The Last Man (English-made) Tom Conaway	The Tale Of Two Cities (RE)	The Mountain (VV-TC) Robert Wagner, Spencer Tracy, Claire Trevor (Made in France)	Finger Of Guilt Richard Basehart, Mary Murphy (English made)	Dakota Incident (Tricolor) Linda Darnell, Dale Robertson, John Lund	The Desperadoes (RegalScope) Robert Arthur, Kathy Nolan	Revolt At Fort Laramie (Bel-Air) (CS-TC)	The Unguarded Moment (TC) Esther Williams, George Nader	The Amazon Trader (WC) John Sutton, Marie Fournada	The She Creature (American-Int.) Chester Morris, Marla English
Calling Homicide Bill Elliott	Rumble On The Dacks James Darren	Marie Antoinette (RE)	The Teahouse Of The August Moon (CS-Calar) Marlon Brando, Glenn Ford, Eddie Albert (Made in Japan)	Tension At Table Rock (TC) Richard Egan, Dorothy Malone	Daniel Boone, Trail Blazer (Tricolor) Bruce Bennett, Len Chaney, Jr., Faran Young	Oklahoma! (CS-TC) Goldson MacRae, Shirley Jones, Gene Nelson	Tiger By The Tail (Canyon) Larry Parks, Constance Smith	The Mole People John Agar, Cynthia Patrick	Toward The Unknown (WC) William Holden, Lloyd Nolan, Virginia Leith	La Strada (Trans-Lux) Anthony Quinn, Richard Basehart, Giuletta Masina (Italian-made)
The Cruel Tower John Ericson, Mari Blanchard	The Seventh Calvary (TC) Randolph Scott	The Great American Pastime Tom Ewell, Anne Francis, Ann Miller	Hollywood Or Bust (VV-TC) Dean Martin, Jerry Lewis	Death Of A Scoundrel George Sanders, Yvonne De Carlo	A Woman's Devotion (Tricolor) Ralph Meeker, Janice Rule, Paul Henreid	Anastasia (CS-DC) (Made in Europe) Ingrid Bergman, Helen Hayes, Yul Brynner	The King And Four Queens (Russ-Field) (CS-DC)	Curcu, Beast Of The Amazon (EC)	Giant (WC) Elizabeth Taylor, Rock Hudson, James Dean	Westward Ho, The Wagons (CS-TC) (Disney)
High Terrace Dale Robertson, Lois Maxwell, Derek Bond	Zarak (CS-TC) Victor Mature, Anita Ekberg, Michael Wilding (Made in Morocco)	Mutiny On The Bounty (RE)	Cecil B. DeMille's The Ten Commandments (VV-TC) (Made in Egypt) (Special Engagements)	Bundle Of Joy (EC) Eddie Fisher, Debbie Reynolds	The Man Is Armed Dane Clark, May Wynne	Black Whip (RegalScope) Hugh Marlow, Coleen Gray	The Wild Party Anthony Quinn, Carol Ohmart, (Security)	Everything But The Truth (EC)	The Girl He Left Behind Tab Hunter, Natalie Wood	Rock, Rock, Rock (DCA)
Blonde Sinner Diana Dors (English-made)	Ride The High Iron Don Taylor, Sally Forrest	Edge Of The City John Cassavetes, Sidney Poitier, Kathleen Maguire	The Young Stranger James MacArthur, Kim Hunter	Man In The Vault William Campbell, Karen Sharpe, Anita Ekberg	Scandal, Inc. Robert Hutton, Paul Richards, Patricia Wright	The Girl Can't Help It (CS-DC) Tom Ewell, Jayne Mansfield	Dance With Me Henry Bud Abbott, Leu Costella, (Goldstein)	Written On The Wind (TC)	Baby Doll Karl Malden, Carroll Baker, Eli Wallach	Rock, Rock, Rock (DCA)
The Rose Bowling Story (Color) (RE)	The Silent World (TC) (French-made) Documentary	The Bounty (RE)	The Young Stranger James MacArthur, Kim Hunter	Man In The Vault William Campbell, Karen Sharpe, Anita Ekberg	Scandal, Inc. Robert Hutton, Paul Richards, Patricia Wright	Black Whip (RegalScope) Hugh Marlow, Coleen Gray	The Wild Party Anthony Quinn, Carol Ohmart, (Security)	Everything But The Truth (EC)	The Girl He Left Behind Tab Hunter, Natalie Wood	Rock, Rock, Rock (DCA)
Hot Shots, The Bowery Boys	The Silent World (TC) (French-made) Documentary	Edge Of The City John Cassavetes, Sidney Poitier, Kathleen Maguire	The Young Stranger James MacArthur, Kim Hunter	Man In The Vault William Campbell, Karen Sharpe, Anita Ekberg	Scandal, Inc. Robert Hutton, Paul Richards, Patricia Wright	Black Whip (RegalScope) Hugh Marlow, Coleen Gray	The Wild Party Anthony Quinn, Carol Ohmart, (Security)	Everything But The Truth (EC)	The Girl He Left Behind Tab Hunter, Natalie Wood	Rock, Rock, Rock (DCA)
Chain Of Evidence Bill Elliott, James Lydan, Claudia Barrett	The Silent World (TC) (French-made) Documentary	Edge Of The City John Cassavetes, Sidney Poitier, Kathleen Maguire	The Young Stranger James MacArthur, Kim Hunter	Man In The Vault William Campbell, Karen Sharpe, Anita Ekberg	Scandal, Inc. Robert Hutton, Paul Richards, Patricia Wright	Black Whip (RegalScope) Hugh Marlow, Coleen Gray	The Wild Party Anthony Quinn, Carol Ohmart, (Security)	Everything But The Truth (EC)	The Girl He Left Behind Tab Hunter, Natalie Wood	Rock, Rock, Rock (DCA)

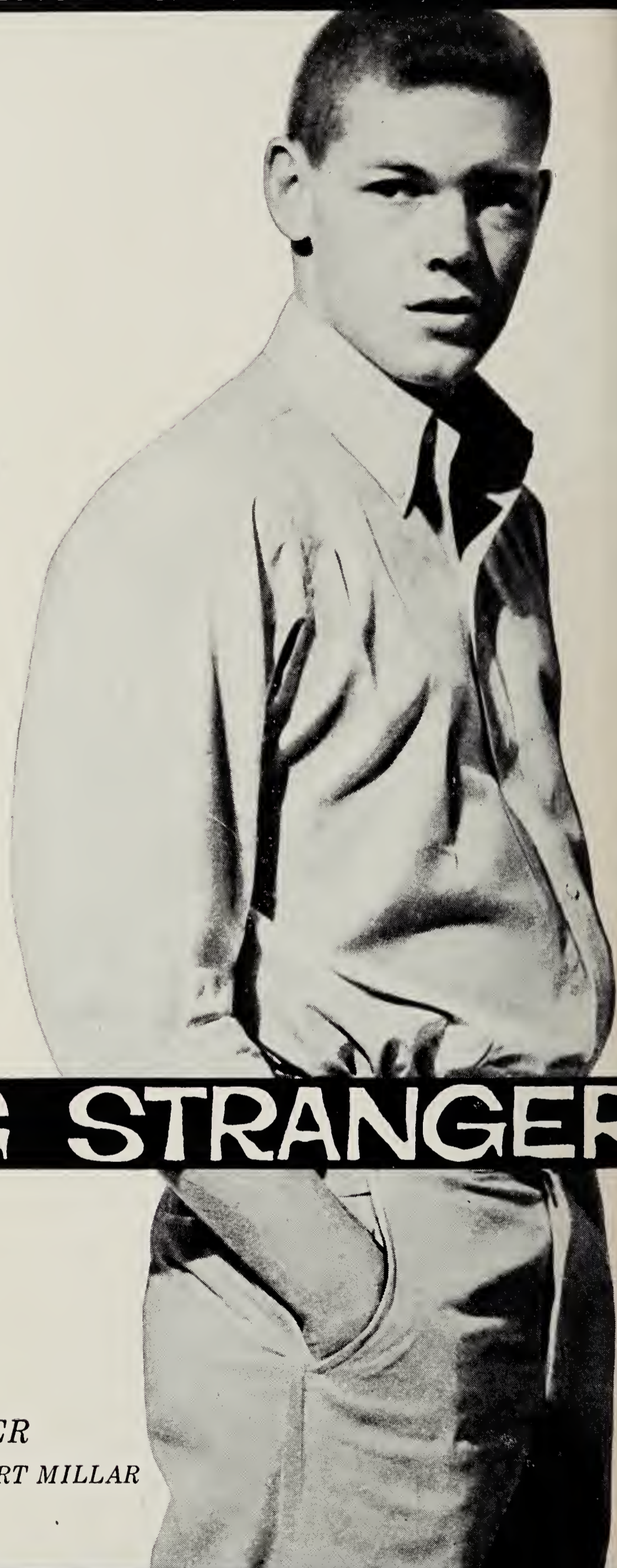
PROMISED FOR EARLY RELEASE

Gun For A Town Dale Robertson, Lois Maxwell, Derek Bond	Don't Knock The Rock Billy Haley and his Comets	Slander Van Johnson, Ann Blyth, Steve Cochran	Public Pigeon No. 1 (TC) Red Skelton, Vivian Blaine, Janet Blair	Man In The Vault William Campbell, Karen Sharpe, Anita Ekberg	Scandal, Inc. Robert Hutton, Paul Richards, Patricia Wright	Black Whip (RegalScope) Hugh Marlow, Coleen Gray	The Wild Party Anthony Quinn, Carol Ohmart, (Security)	Everything But The Truth (EC)	The Girl He Left Behind Tab Hunter, Natalie Wood	Rock, Rock, Rock (DCA)
Not Of This Earth Paul Birch, Beverly Garland	Nightfall Aldo Ray, Anne Bancroft	Green Dolphin Street (RE)	The Silken Affair David Niven, Genevieve Page (English-made)	Man In The Vault William Campbell, Karen Sharpe, Anita Ekberg	Scandal, Inc. Robert Hutton, Paul Richards, Patricia Wright	Black Whip (RegalScope) Hugh Marlow, Coleen Gray	The Wild Party Anthony Quinn, Carol Ohmart, (Security)	Everything But The Truth (EC)	The Girl He Left Behind Tab Hunter, Natalie Wood	Rock, Rock, Rock (DCA)
Attack Of The Crab Monsters Richard Garland, Pamela Duncan	Full Of Life Judy Holliday, Richard Conte	Boys Town (RE)	The Young Stranger James MacArthur, Kim Hunter	Man In The Vault William Campbell, Karen Sharpe, Anita Ekberg	Scandal, Inc. Robert Hutton, Paul Richards, Patricia Wright	Black Whip (RegalScope) Hugh Marlow, Coleen Gray	The Wild Party Anthony Quinn, Carol Ohmart, (Security)	Everything But The Truth (EC)	The Girl He Left Behind Tab Hunter, Natalie Wood	Rock, Rock, Rock (DCA)
	Wicked As They Come Arlene Dahl, Herbert Marshall	Fear Strikes Out (VV) Anthony Perkins, Norma Moore	Cyclops James Craig, Gloria Talbot, Lon Chaney	Man In The Vault William Campbell, Karen Sharpe, Anita Ekberg	Scandal, Inc. Robert Hutton, Paul Richards, Patricia Wright	Black Whip (RegalScope) Hugh Marlow, Coleen Gray	The Wild Party Anthony Quinn, Carol Ohmart, (Security)	Everything But The Truth (EC)	The Girl He Left Behind Tab Hunter, Natalie Wood	Rock, Rock, Rock (DCA)
	Guns Of Fort Petticoat Audie Murphy, Kathryn Grant	Omar Khayyam (VV-TC) Cornel Wilde, Debra Paget	X-The Unknown Dean Jagger, Edward Chapman	Man In The Vault William Campbell, Karen Sharpe, Anita Ekberg	Scandal, Inc. Robert Hutton, Paul Richards, Patricia Wright	Black Whip (RegalScope) Hugh Marlow, Coleen Gray	The Wild Party Anthony Quinn, Carol Ohmart, (Security)	Everything But The Truth (EC)	The Girl He Left Behind Tab Hunter, Natalie Wood	Rock, Rock, Rock (DCA)
	Utah Blaine Rory Calhoun, Susan Cummings	Funny Face (VV-TC) Audrey Hepburn, Fred Astaire (Made in France)	The Silken Affair David Niven, Genevieve Page	Man In The Vault William Campbell, Karen Sharpe, Anita Ekberg	Scandal, Inc. Robert Hutton, Paul Richards, Patricia Wright	Black Whip (RegalScope) Hugh Marlow, Coleen Gray	The Wild Party Anthony Quinn, Carol Ohmart, (Security)	Everything But The Truth (EC)	The Girl He Left Behind Tab Hunter, Natalie Wood	Rock, Rock, Rock (DCA)
				Man In The Vault William Campbell, Karen Sharpe, Anita Ekberg	Scandal, Inc. Robert Hutton, Paul Richards, Patricia Wright	Black Whip (RegalScope) Hugh Marlow, Coleen Gray	The Wild Party Anthony Quinn, Carol Ohmart, (Security)	Everything But The Truth (EC)	The Girl He Left Behind Tab Hunter, Natalie Wood	Rock, Rock, Rock (DCA)
				Man In The Vault William Campbell, Karen Sharpe, Anita Ekberg	Scandal, Inc. Robert Hutton, Paul Richards, Patricia Wright	Black Whip (RegalScope) Hugh Marlow, Coleen Gray	The Wild Party Anthony Quinn, Carol Ohmart, (Security)	Everything But The Truth (EC)	The Girl He Left Behind Tab Hunter, Natalie Wood	Rock, Rock, Rock (DCA)
				Man In The Vault William Campbell, Karen Sharpe, Anita Ekberg	Scandal, Inc. Robert Hutton, Paul Richards, Patricia Wright	Black Whip (RegalScope) Hugh Marlow, Coleen Gray	The Wild Party Anthony Quinn, Carol Ohmart, (Security)	Everything But The Truth (EC)	The Girl He Left Behind Tab Hunter, Natalie Wood	Rock, Rock, Rock (DCA)
				Man In The Vault William Campbell, Karen Sharpe, Anita Ekberg	Scandal, Inc. Robert Hutton, Paul Richards, Patricia Wright	Black Whip (RegalScope) Hugh Marlow, Coleen Gray	The Wild Party Anthony Quinn, Carol Ohmart, (Security)	Everything But The Truth (EC)	The Girl He Left Behind Tab Hunter, Natalie Wood	Rock, Rock, Rock (DCA)
				Man In The Vault William Campbell, Karen Sharpe, Anita Ekberg	Scandal, Inc. Robert Hutton, Paul Richards, Patricia Wright	Black Whip (RegalScope) Hugh Marlow, Coleen Gray	The Wild Party Anthony Quinn, Carol Ohmart, (Security)	Everything But The Truth (EC)	The Girl He Left Behind Tab Hunter, Natalie Wood	Rock, Rock, Rock (DCA)
				Man In The Vault William Campbell, Karen Sharpe, Anita Ekberg	Scandal, Inc. Robert Hutton, Paul Richards, Patricia Wright	Black Whip (RegalScope) Hugh Marlow, Coleen Gray	The Wild Party Anthony Quinn, Carol Ohmart, (Security)	Everything But The Truth (EC)	The Girl He Left Behind Tab Hunter, Natalie Wood	Rock, Rock, Rock (DCA)
				Man In The Vault William Campbell, Karen Sharpe, Anita Ekberg	Scandal, Inc. Robert Hutton, Paul Richards, Patricia Wright	Black Whip (RegalScope) Hugh Marlow, Coleen Gray	The Wild Party Anthony Quinn, Carol Ohmart, (Security)	Everything But The Truth (EC)	The Girl He Left Behind Tab Hunter, Natalie Wood	Rock, Rock, Rock (DCA)
				Man In The Vault William Campbell, Karen Sharpe, Anita Ekberg	Scandal, Inc. Robert Hutton, Paul Richards, Patricia Wright	Black Whip (RegalScope) Hugh Marlow, Coleen Gray	The Wild Party Anthony Quinn, Carol Ohmart, (Security)	Everything But The Truth (EC)	The Girl He Left Behind Tab Hunter, Natalie Wood	Rock, Rock, Rock (DCA)
				Man In The Vault William Campbell, Karen Sharpe, Anita Ekberg	Scandal, Inc. Robert Hutton, Paul Richards, Patricia Wright	Black Whip (RegalScope) Hugh Marlow, Coleen Gray	The Wild Party Anthony Quinn, Carol Ohmart, (Security)	Everything But The Truth (EC)	The Girl He Left Behind Tab Hunter, Natalie Wood	Rock, Rock, Rock (DCA)
				Man In The Vault William Campbell, Karen Sharpe, Anita Ekberg	Scandal, Inc. Robert Hutton, Paul Richards, Patricia Wright	Black Whip (RegalScope) Hugh Marlow, Coleen Gray	The Wild Party Anthony Quinn, Carol Ohmart, (Security)	Everything But The Truth (EC)	The Girl He Left Behind Tab Hunter, Natalie Wood	Rock, Rock, Rock (DCA)
				Man In The Vault William Campbell, Karen Sharpe, Anita Ekberg	Scandal, Inc. Robert Hutton, Paul Richards, Patricia Wright	Black Whip (RegalScope) Hugh Marlow, Coleen Gray	The Wild Party Anthony Quinn, Carol Ohmart, (Security)	Everything But The Truth (EC)	The Girl He Left Behind Tab Hunter, Natalie Wood	Rock, Rock, Rock (DCA)
				Man In The Vault William Campbell, Karen Sharpe, Anita Ekberg	Scandal, Inc. Robert Hutton, Paul Richards, Patricia Wright	Black Whip (RegalScope) Hugh Marlow, Coleen Gray	The Wild Party Anthony Quinn, Carol Ohmart, (Security)	Everything But The Truth (EC)	The Girl He Left Behind Tab Hunter, Natalie Wood	Rock, Rock, Rock (DCA)
				Man In The Vault William Campbell, Karen Sharpe, Anita Ekberg	Scandal, Inc. Robert Hutton, Paul Richards, Patricia Wright	Black Whip (RegalScope) Hugh Marlow, Coleen Gray	The Wild Party Anthony Quinn, Carol Ohmart, (Security)	Everything But The Truth (EC)	The Girl He Left Behind Tab Hunter, Natalie Wood	Rock, Rock, Rock (DCA)
				Man In The Vault William Campbell, Karen Sharpe, Anita Ekberg	Scandal, Inc. Robert Hutton, Paul Richards, Patricia Wright	Black Whip (RegalScope) Hugh Marlow, Coleen Gray	The Wild Party Anthony Quinn, Carol Ohmart, (Security)	Everything But The Truth (EC)	The Girl He Left Behind Tab Hunter, Natalie Wood	Rock, Rock, Rock (DCA)
				Man In The Vault William Campbell, Karen Sharpe, Anita Ekberg	Scandal, Inc. Robert Hutton, Paul Richards, Patricia Wright	Black Whip (RegalScope) Hugh Marlow, Coleen Gray	The Wild Party Anthony Quinn, Carol Ohmart, (Security)	Everything But The Truth (EC)	The Girl He Left Behind Tab Hunter, Natalie Wood	Rock, Rock, Rock (DCA)
				Man In The Vault William Campbell, Karen Sharpe, Anita Ekberg	Scandal, Inc. Robert Hutton, Paul Richards, Patricia Wright	Black Whip (RegalScope) Hugh Marlow, Coleen Gray	The Wild Party Anthony Quinn, Carol Ohmart, (Security)	Everything But The Truth (EC)	The Girl He Left Behind Tab Hunter, Natalie Wood	Rock, Rock, Rock (DCA)
				Man In The Vault William Campbell, Karen Sharpe, Anita Ekberg	Scandal, Inc. Robert Hutton, Paul Richards, Patricia Wright	Black Whip (RegalScope) Hugh Marlow, Coleen Gray	The Wild Party Anthony Quinn, Carol Ohmart, (Security)	Everything But The Truth (EC)	The Girl He Left Behind Tab Hunter, Natalie Wood	Rock, Rock, Rock (DCA)
				Man In The Vault William Campbell, Karen Sharpe, Anita Ekberg	Scandal, Inc. Robert Hutton, Paul Richards, Patricia Wright	Black Whip (RegalScope) Hugh Marlow, Coleen Gray	The Wild Party Anthony Quinn, Carol Ohmart, (Security)	Everything But The Truth (EC)	The Girl He Left Behind Tab Hunter, Natalie Wood	Rock, Rock, Rock (DCA)
				Man In The Vault William Campbell, Karen Sharpe, Anita Ekberg	Scandal, Inc. Robert Hutton, Paul Richards, Patricia Wright	Black Whip (RegalScope) Hugh Marlow, Coleen Gray	The Wild Party Anthony Quinn, Carol Ohmart, (Security)	Everything But The Truth (EC)	The Girl He Left Behind Tab Hunter, Natalie Wood	Rock, Rock, Rock (DCA)
				Man In The Vault William Campbell, Karen Sharpe, Anita Ekberg	Scandal, Inc. Robert Hutton, Paul Richards, Patricia Wright	Black Whip (RegalScope) Hugh Marlow, Coleen Gray	The Wild Party Anthony Quinn, Carol Ohmart, (Security)	Everything But The Truth (EC)	The Girl He Left Behind Tab Hunter, Natalie Wood	Rock, Rock, Rock (DCA)
				Man In The Vault William Campbell, Karen Sharpe, Anita Ekberg	Scandal, Inc. Robert Hutton, Paul Richards, Patricia Wright	Black Whip (RegalScope) Hugh Marlow, Coleen Gray	The Wild Party Anthony Quinn, Carol Ohmart, (Security)	Everything But The Truth (EC)	The Girl He Left Behind Tab Hunter, Natalie Wood	Rock, Rock, Rock (DCA)
				Man In The Vault William Campbell, Karen Sharpe, Anita Ekberg	Scandal, Inc. Robert Hutton, Paul Richards, Patricia Wright	Black Whip (RegalScope) Hugh Marlow, Coleen Gray	The Wild Party Anthony Quinn, Carol Ohmart, (Security)	Everything But The Truth (EC)	The Girl He Left Behind Tab Hunter, Natalie Wood	Rock, Rock, Rock (DCA)
				Man In The Vault William Campbell, Karen Sharpe, Anita Ekberg	Scandal, Inc. Robert Hutton, Paul Richards, Patricia Wright	Black Whip (RegalScope) Hugh Marlow, Coleen Gray	The Wild Party Anthony Quinn, Carol Ohmart, (Security)	Everything But The Truth (EC)	The Girl He Left Behind Tab Hunter, Natalie Wood	Rock, Rock, Rock (DCA)
				Man In The Vault William Campbell, Karen Sharpe, Anita Ekberg	Scandal, Inc. Robert Hutton, Paul Richards, Patricia Wright	Black Whip (RegalScope) Hugh Marlow, Coleen Gray	The Wild Party Anthony Quinn, Carol Ohmart, (Security)	Everything But The Truth (EC)	The Girl He Left Behind Tab Hunter, Natalie Wood	Rock, Rock, Rock (DCA)
				Man In The Vault William Campbell, Karen Sharpe, Anita Ekberg	Scandal, Inc. Robert Hutton, Paul Richards, Patricia Wright	Black Whip (RegalScope) Hugh Marlow, Coleen Gray	The Wild Party Anthony Quinn, Carol Ohmart, (Security)	Everything But The Truth (EC)	The Girl He Left Behind Tab Hunter, Natalie Wood	Rock, Rock, Rock (DCA)
				Man In The Vault William Campbell, Karen Sharpe, Anita Ekberg	Scandal, Inc. Robert Hutton, Paul Richards, Patricia Wright	Black Whip (RegalScope) Hugh Marlow, Coleen Gray	The Wild Party Anthony Quinn, Carol Ohmart, (Security)	Everything But The Truth (EC)	The Girl He Left Behind Tab Hunter, Natalie Wood	Rock, Rock, Rock (DCA)
				Man In The Vault William Campbell, Karen Sharpe, Anita Ekberg	Scandal, Inc. Robert Hutton, Paul Richards, Patricia Wright	Black Whip (RegalScope) Hugh Marlow, Coleen Gray	The Wild Party Anthony Quinn, Carol Ohmart, (Security)	Everything But The Truth (EC)	The Girl He Left Behind Tab Hunter, Natalie Wood	Rock, Rock, Rock (DCA)
				Man In The Vault William Campbell, Karen Sharpe, Anita Ekberg	Scandal, Inc. Robert Hutton, Paul Richards, Patricia Wright	Black Whip (RegalScope) Hugh Marlow, Coleen Gray	The Wild Party Anthony Quinn, Carol Ohmart, (Security)	Everything But The Truth (EC)	The Girl He Left Behind Tab Hunter, Natalie Wood	Rock, Rock, Rock (DCA)
				Man In The Vault William Campbell, Karen Sharpe, Anita Ekberg	Scandal, Inc. Robert Hutton, Paul Richards, Patricia Wright	Black Whip (RegalScope) Hugh Marlow, Coleen Gray	The Wild Party Anthony Quinn, Carol Ohmart, (Security)	Everything But The Truth (EC)	The Girl He Left Behind Tab Hunter, Natalie Wood	Rock, Rock, Rock (DCA)
				Man In The Vault William Campbell, Karen Sharpe, Anita Ekberg	Scandal, Inc. Robert Hutton, Paul Richards, Patricia Wright	Black Whip (RegalScope) Hugh Marlow, Coleen Gray	The Wild Party Anthony Quinn, Carol Ohmart, (Security)	Everything But The Truth (EC)	The Girl He Left Behind Tab Hunter, Natalie Wood	Rock, Rock, Rock (DCA)
				Man In The Vault William Campbell, Karen Sharpe, Anita Ekberg	Scandal, Inc. Robert Hutton, Paul Richards, Patricia Wright	Black Whip (RegalScope) Hugh Marlow, Coleen Gray	The Wild Party Anthony Quinn, Carol Ohmart, (Security)	Everything But The Truth (EC)	The Girl He Left Behind Tab Hunter, Natalie Wood	Rock, Rock, Rock (DCA)
				Man In The Vault William Campbell, Karen Sharpe, Anita Ekberg	Scandal, Inc. Robert Hutton, Paul Richards, Patricia Wright	Black Whip (RegalScope) Hugh Marlow, Coleen Gray	The Wild Party Anthony Quinn, Carol Ohmart, (Security)	Everything But The Truth (EC)	The Girl He Left Behind Tab Hunter, Natalie Wood	Rock, Rock, Rock (DCA)
				Man In The Vault William Campbell, Karen Sharpe, Anita Ekberg	Scandal, Inc. Robert Hutton, Paul Richards, Patricia Wright	Black Whip (RegalScope) Hugh Marlow, Coleen Gray	The Wild Party Anthony Quinn, Carol Ohmart, (Security)	Everything But The Truth (EC)	The Girl He Left Behind Tab Hunter, Natalie Wood	Rock, Rock, Rock (DCA)
				Man In The Vault William Campbell, Karen Sharpe, Anita Ekberg	Scandal, Inc. Robert Hutton, Paul Richards, Patricia Wright	Black Whip (RegalScope) Hugh Marlow, Coleen Gray	The Wild Party Anthony Quinn, Carol Ohmart, (Security)	Everything But The Truth (EC)	The Girl He Left Behind Tab Hunter, Natalie Wood	Rock, Rock, Rock (DCA)
				Man In The Vault William Campbell, Karen Sharpe, Anita Ekberg	Scandal, Inc. Robert Hutton, Paul Richards, Patricia Wright	Black Whip (RegalScope) Hugh Marlow, Coleen Gray	The Wild Party Anthony Quinn, Carol Ohmart, (Security)	Everything But The Truth (EC)	The Girl He Left Behind Tab Hunter, Natalie Wood	Rock, Rock, Rock (DCA)
				Man In The Vault William Campbell, Karen Sharpe, Anita Ekberg	Scandal, Inc. Robert Hutton, Paul Richards, Patricia Wright	Black Whip (RegalScope) Hugh Marlow, Coleen Gray	The Wild Party Anthony Quinn, Carol Ohmart, (Security)	Everything But The Truth (EC)	The Girl He Left Behind Tab Hunter, Natalie Wood	Rock, Rock, Rock (DCA)
				Man In The Vault William Campbell, Karen Sharpe, Anita Ekberg	Scandal, Inc. Robert Hutton, Paul Richards, Patricia Wright	Black Whip (RegalScope) Hugh Marlow, Coleen Gray	The Wild Party Anthony Quinn, Carol Ohmart, (Security)	Everything But The Truth (EC)	The Girl He Left Behind Tab Hunter, Natalie Wood	Rock, Rock, Rock (DCA)
				Man In The Vault William Campbell, Karen Sharpe, Anita Ekberg	Scandal, Inc. Robert Hutton, Paul Richards, Patricia Wright	Black Whip (RegalScope) Hugh Marlow, Coleen Gray	The Wild Party Anthony Quinn, Carol Ohmart, (Security)	Everything But The Truth (EC)	The Girl He Left Behind Tab Hunter, Natalie Wood	Rock, Rock, Rock (DCA)
				Man In The Vault William Campbell, Karen Sharpe, Anita Ekberg	Scandal, Inc. Robert Hutton, Paul Richards, Patricia Wright	Black Whip (RegalScope) Hugh Marlow, Coleen Gray	The Wild Party Anthony Quinn, Carol Ohmart, (Security)	Everything But The Truth (EC)	The Girl He Left Behind Tab Hunter, Natalie Wood	Rock, Rock, Rock (DCA)
				Man In The Vault William Campbell, Karen Sharpe, Anita Ekberg	Scandal, Inc. Robert Hutton, Paul Richards, Patricia Wright	Black Whip (RegalScope) Hugh Marlow, Coleen Gray	The Wild Party Anthony Quinn, Carol Ohmart, (Security)	Everything But The Truth (EC)	The Girl He Left Behind Tab Hunter, Natalie Wood	Rock, Rock, Rock (DCA)
				Man In The Vault William Campbell, Karen Sharpe, Anita Ekberg	Scandal, Inc. Robert Hutton, Paul Richards, Patricia Wright	Black Whip (RegalScope) Hugh Marlow, Coleen Gray	The Wild Party Anthony Quinn, Carol Ohmart, (Security)	Everything But The Truth (EC)	The Girl He Left Behind Tab Hunter, Natalie Wood	Rock, Rock, Rock (DCA)
				Man In The Vault William Campbell, Karen Sharpe, Anita Ekberg	Scandal, Inc. Robert Hutton, Paul Richards, Patricia Wright	Black Whip (RegalScope) Hugh				

Watch this motion picture **GROW!**

*They spend
seventeen years
preaching "right"
and "wrong"... then
when you tell the
truth, nobody in
the crazy world
believes you...*

*Seventeen isn't an age
... it's an eternity*



RKO RADIO PICTURES presents

THE YOUNG STRANGER

STARRING

JAMES MacARTHUR

KIM HUNTER

JAMES DALY

WITH JAMES GREGORY

WHIT BISSELL • JEFF SILVER

Written by ROBERT DOZIER • Produced by STUART MILLAR

Directed by JOHN FRANKENHEIMER



Another profit show from the **NEW RKO**

MOTION PICTURE

EXHIBITOR

JANUARY 16, 1957

VOLUME 57

NUMBER 12

IN TWO SECTIONS

• THIS IS SECTION ONE



That's What Sells Newspapers

editorial

Loew Resigns MGM Board Post

(page 6)

Warners Plans Theatre Expansion

(page 8)

AND FEATURING: THE SERVICESECTION

← Arthur Silber, top, and Robert Abel are associated in the erection of a new suburban theatre located in a shopping center in the Philadelphia area, the Lawrence Park, indicating that theatremen with vision are building for the future with plenty of confidence.

Want to top "High Society"?

Want to beat "I'll Cry Tomorrow"?

That's the experience of M-G-M's
big new hit in many of its first 43
engagements of **"TEAHOUSE"**

The hilarious stage
hit is even Bigger
on the screen!

M-G-M presents

in CINEMASCOPE and METROCOLOR

MARLON BRANDO

GLENN FORD

MACHIKO KYO

in

**"THE TEAHOUSE
OF THE
AUGUST MOON"**

co-starring

EDDIE ALBERT

with

PAUL FORD • JUN NEGAMI

NIJIKO KIYOKAWA

MITSUKO SAWAMURA

Screen Play by **JOHN PATRICK**

Based on a Book by Vern J. Snider

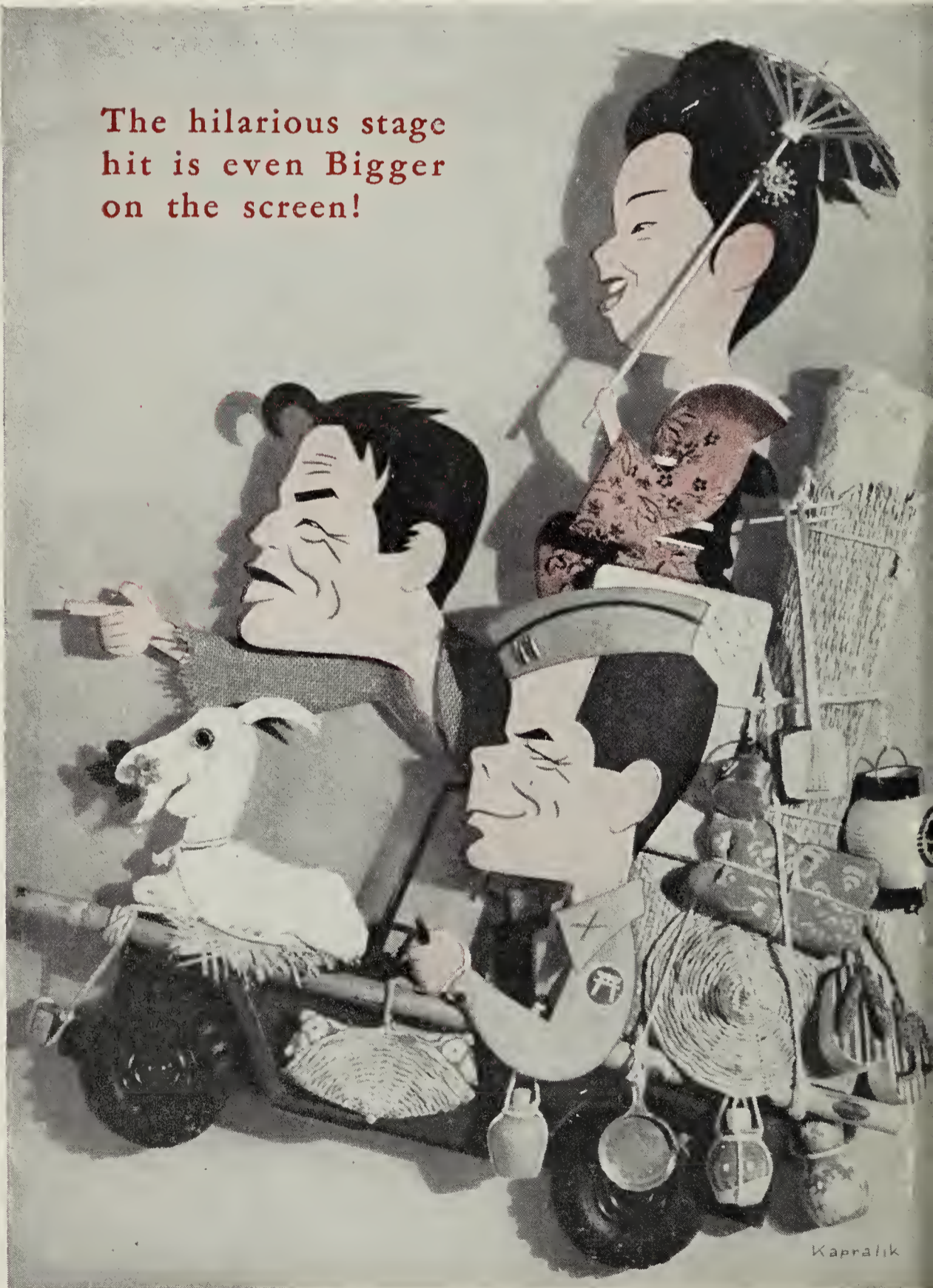
And the Play by John Patrick

Directed by **DANIEL MANN**

Produced by **JACK CUMMINGS**

★

(Available in Magnetic Stereophonic,
Perspecta Stereophonic or 1-Channel Sound)



VARIETY in its issue of Jan. 2, 1957 lists 109
"top money films" of 1956. Topping them all is

"GUYS & DOLLS CHAMP OF YEAR"

(Variety, Jan. 2, 1957)



To those who have not yet played it:

"You owe it to your public to bring them the
greatest screen musical of our time."

To those who have already played it:

"Bring it back. This star-studded entertainment
has enduring box-office vitality."

Samuel Goldwyn's "GUYS AND DOLLS" starring MARLON BRANDO • JEAN SIMMONS • FRANK SINATRA
VIVIAN BLAINE • with Robert Keith • Stubby Kaye • B. S. Pully • Johnny Silver • and The Goldwyn Girls • Written for
the Screen and Directed by Joseph L. Mankiewicz • Music and Lyrics by Frank Loesser • Choreography by Michael Kidd
In CinemaScope • Photographed in Eastman Color • Distributed by M-G-M

Letters . . .

UNSOLICITED • The letters from readers which appear on this page are not solicited. MOTION PICTURE EXHIBITOR does not suggest questions to readers in order to provide a flow of letters.

From WASHINGTON, D. C.

I like the suggestion in your editorial, "WE NEED DEFINITE RULES . . . AND A COP!" in the issue of Dec. 26, 1956.

It is so good, in fact, that I'd like to make a suggestion to you on how to follow it up to get quick action. Why don't you print an appropriate pledge under which exhibitors who signed it would voluntarily agree to play only Code-approved pictures in their theatres? Accompany this printed pledge with editorial appeals to exhibitors to sign up. I don't think that a notary needs to be brought in. The exhibitor's word should be good enough for anyone, certainly it would be for me. I don't think the pledge should be limited—I think that it should be available to all exhibitors, without any strings, just their pledged word to show only pictures bearing the seal of approval of the Production Code Administration.

I would hope that every exhibitor in the United States would sign the pledge that you would print for their convenience. There would be no coercion, no pressure, just the willingness of the exhibitor himself to participate actively in the long-established system of self-regulation in the industry.

I can think of nothing else right now that would do more to dramatize the motion picture theatre as an outstanding center of wholesome community life in the United States. Talk about public relations! This would be public relations in the finest and truest sense—in the sense of serving the American public, the American family. And I can think of nothing right now that you could do more to contribute to the whole industry's welfare.

It's not a cop that we need. It's just a simple and voluntary act—a pledge, and thereby a reassurance, that the audience can count on the American screen to show only decent and morally acceptable entertainment. This assurance would be universal if the exhibitors signed your pledge. I can't conceive that any responsible exhibitor would backslide after putting his name to the pledge.

It's beating a long-dead mule, I know, to say that a system of self-regulation is only as good as the word of the people who support it. Therefore, I'd like to see every exhibitor give his word to support and observe the Production Code. It's as simple and as easy as that. Nothing else is really required.

Why not start now?

KENNETH CLARK, vice-president
Motion Picture Association of
America, Inc.

EDITOR'S NOTE: Upon receiving the above letter our first inclination was to send Ken Clark another copy of our Dec. 26 editorial and to ask him to read it carefully. You see, it was our suggestion that "the M.P.A. collaborate

From INDIANAPOLIS

Now might be the wise time to resell the public that almost all theatre owners observe the rules of good taste in their screen entertainment. As a possible method for this public relations job we recommend that you read Jay Emanuel's editorial in the Dec. 26 issue of MOTION PICTURE EXHIBITOR (i.e. "WE NEED DEFINITE RULES . . . AND A COP").

(A Quote from THEATRE FACTS, official bulletin of ALLIED THEATRE OWNERS OF INDIANA, dated Jan. 3, 1957)

with all theatre owner groups and inaugurate an industry seal, very much like the Good Housekeeping Seal of Approval." That each collaborating theatre "receive a pressbook, complete with ad cuts, thumbnail cuts, marquee ornaments, window decals, publicity stories, etc., that it could use to signal to the public that it will only play pictures that have not been refused a Code Seal; and that it is a reputable and decent theatre where the rules of good taste apply and where it is physically, mentally, and morally safe for the whole family to attend."

Under such a plan the M.P.A. would gain the support and backing for its Production Code of an important segment of U. S. and possibly Canadian theatres. Such support and backing would give the Production Code muscle and authority that would tend to "self regulate" the importers and the independents as well as M.P.A. members. And if the M.P.A. wants to further remove objections to Production Code management, it could elect an important proportion of its Appeals Board from such collaborating theatremen.

Theatremen who collaborated would, in turn, get something for collaborating. The manufacturer who submits his merchandise to Good Housekeeping, and who passes their tests and receives their Seal of Approval, is getting something in return. The general public voluntarily reacts to such a submission and approval as proof of the honesty of the manufacturer and of the quality of the product. Theatremen would get a tangible sign of their personal and theatre decency and good citizenship.

Should MOTION PICTURE EXHIBITOR undertake what Ken Clark suggests, informally and as a public relations proposal, it would mean less than nothing. In a competitive field, it would be damned by each of the 13 other trade papers because they didn't suggest it first. And it would always be considered as a publication promotion and not an all industry stride toward self regulation.

It is our thought that if the executives of the M.P.A. are sincere in their desire to establish and to maintain a Production Code that will be respected and that will be possible to enforce, ours is an honest and forthright suggestion. Should our suggestion, or any other suggestion that can accomplish the same objectives, be undertaken, we will support it to the limit. But we are not undertaking any effort of this size, by ourselves.

From CHICAGO, ILL.

I am writing, regrettably late, to congratulate you on your opportune and very pertinent editorial "ONLY MOVIES CAN SIN," in the Dec. 5 issue of MOTION PICTURE EXHIBITOR. You touched on a feature of American commercial life that I, without having in mind the defense of the film industry or its advertising associates, have long sought to disclose to anyone and everyone who will listen to me. I refer to the shameless importation of sex into completely neutral fields. I would even venture, as a private opinion, the view that the movies are less at fault for exploiting the sexual motive than the advertisers you mentioned.

It is a gravely deficient moral sense which rebukes degeneracy in one area of public life and expression while remaining immune to its appearance in others. One might even suppose there was no moral sense operating at all, but merely an instinct for imitating a popular fashion.

You did well to draw attention to this inconsistency in response, and I shall certainly endeavor to give a wider currency to your observations.

ROBERT OSTERMANN

Managing Editor

"The Voice of ST. JUDE"

EDITOR'S NOTE: Because his is a leading Catholic publication, the letterhead of which promises "135,000 SUBSCRIBERS IN 48 STATES," we held up publication until we could ask for Mr. Ostermann's permission. Not only did we receive prompt agreement, but Mr. Ostermann elaborated further: "I only hope its appearance may be the start of an increasing liaison between two groups—the one you represent and the Catholic public—which have more frequently been separated by hostility.

"You may be surprised, and I hope gratified, to know that there are quite a few of us in the Catholic press anxious to direct emphasis away from the negative condemnation of the film industry. Ultimately, the Catholic Church is not concerned with censorship but with creation; it is saddening to see the former, however necessary in concrete instances, dominate minds and emotions. This constructive, progressive approach is exemplified in the many speeches of the present Pontiff on films and their influence and value. So by all means use my letter as you see fit."

While we are very grateful for Mr. Ostermann's approval of our former efforts, we are even more pleased with his added views on the moral issues. Ours, of course, was a motion picture industry reaction.



THEATRES IN SHOPPING CENTERS

ELSEWHERE in this issue will be found an artist's rendering and a more lengthy description of the new Lawrence Park Theatre in a suburban Philadelphia shopping center. We forecast that it will prove to be a successful venture for the theatremen involved, as well as for the real estate developers, who have braved the pessimism in sources of building funds, and have had the courage to doubt the prophets of doom for the future of theatre business.

Modern in every detail of comfort and entertainment presentation, the architect assures us that in this theatre no money will be thrown away on ornate do-dads or useless facilities. This is the way it should be.

But, of the greatest importance are the advantages

which the neighboring shops can give to the theatre, and which the theatre can give to the neighboring shops. Their parking facilities (4,000 cars) at 9 p.m. and later on Saturdays, and on Sundays and weekdays when the shops seldom stay open late, guarantees the theatre's success. And the brightness of the theatre marquee, plus the excitement and patron magnetism of wanted entertainment will contribute to the success of the shops. It seems a certainty that a want-to-see movie will draw people from a greater distance, and with a greater regularity, than a dress, a pair of shoes, or even a sale of pork liver at the supermarket.

We dare to predict that the shops will stay open later at night because the theatre is there.

THAT'S WHAT SELLS NEWSPAPERS

OBSERVING SOME of the recent comments by one of our favorite editors in the Catholic press, we can certainly understand his resentment at the apparent misquotes, or misimpressions, that some newspapers gave to the words of Father John Burke, the London, England, priest, relative to the acceptability of "BABY DOLL."

Father Burke's few lines of comment, as credited to the New York Times and its London bureau on this page recently ("BABY DOLL" . . . AND ITS RECEPTION—Jan. 2, 1957) referred to its acceptability for thoughtful adults, but could hardly be considered an endorsement. But newspaper rewrite men and headline writers seem to have little regard for truth. As our

favorite editor says: "Press reports in America gave the impression that the priest was lauding and publicizing the film, instead of disapproving of it. One headline stated: "Priest in London Hails 'Baby Doll'."

Of course, we had a similar reaction (WATCHDOG NEEDED—Dec. 5, 1956), when the New York Herald Tribune headline and story on Bishop Scully's report to the Bishops of the U. S. A. on "B" pictures, labeled them "indecent." There wasn't any reference to that terminology in the N.C.W.C. release. The story just rewrote better that way.

Guess that's what sells newspapers!
And it's different when your bull is gored!

TROUBLE IN T-V?

NEWS OF LAYOFFS in manufacturing plants can never be considered to be good news for it often signals hardships at the family level. But theatremen across the country must be pardoned a grin over a December 29 story, on the financial pages of leading newspapers, dealing with the January indefinite layoff "of 1200 TV production employees in two departments of the vast General Electric Co. plant at Syracuse, N. Y." The announcement also stated that most of the 3500 remaining workers, in the TV receiver and cold cathode tube departments, "would be furloughed."

In explaining the reason for all of this, Herbert Riegel-

man, the general manager, is quoted as follows: "The cause of the layoffs was a leveling-off of TV set sales during November and December. As a result, the TV set inventories are the highest of any year in the industry's history. Trade channels throughout the country are loaded with TV merchandisc."

We are sure that the small town, neighborhood, and subsequent-run theatres, that lost their "B" pictures and reissue audiences to TV, will cry bitter tears.

And there are many reports that RCA is having plenty of trouble in its color TV promotion.

Couldn't happen to nicer guys!

Jay Emanuel

Arthur M. Loew Quits As Loew's Board Head; Two Directors Named

NEW YORK—Further developments in the contest between the Loew's, Inc., management and a dissatisfied stockholder group headed by financier Joseph Tomlinson, largest individual stockholder in the film company, brought about the resignation last week of Arthur M. Loew as chairman of the board. Loew explained that he announced last October his desire to withdraw as president and a director, and that he had continued as chairman at the request of the new president, Joseph Vogel. For the election of a new board next month, Loew said, he has withdrawn his name as a nominee.

Loew, the son of the late Marcus Loew, founder of the company, joined the corporation's international department in 1920 and later supervised the opening of MGM offices overseas. After serving in the armed services in World War II, he

was named Loew's International president, becoming president of Loew's, Inc., as well in December, 1955, succeeding Nicholas M. Schenck. Loew resigned the latter post in October, but continued as Loew's International head, a post he will now occupy full time.

It was reported that a meeting was held last week between Vogel's management and Tomlinson and that a final decision regarding a new slate of directors to be offered the annual meeting of stockholders on Feb. 28 might be forthcoming.

Prior to Loew's resignation, George L. Killion, president, American President Lines, Ltd., and Frank Pace, Jr., former Secretary of the Army, were elected to the Loew's, Inc., board. This brought the total of directors to 13, seven from outside the company and six company members.



The NEW YORK Scene

By Mel Konecoff

YO HO HO AND A BOTTLE OF RUM: Errol Flynn, courageous hero of countless encounters with villains and villainy, was in town last week and we saw him the morning following his appearance on the Steve Allen show. He was willing to discuss everything and anything, but a press agent kept bringing him back to his latest film for United Artists, "The Big Boodle."

This Lewis Blumberg production was filmed entirely in Havana and concerns itself with counterfeiting and the possible

looting of the treasury of Cuba. Flynn is rather interested because he happens to have a 25 per cent interest in the film, which may be released at the end of this month. If his schedule permits, he will assist on some of the openings.

He was willing to talk about Italian actresses; his TV series, "The Errol Flynn Theatre," which is proving quite popular in merrie olde England and which is due here shortly; a feature, "Istanbul," which he made for U-I release; his concern about the recent tax ruling by Uncle Sam which will reduce the take home pay of many actors.

Flynn came to the conclusion after making a number of films abroad over the last few years that contract commitments mean little to people in other countries and trying to get them to live up to them is "murder." It is no longer an advantage to film abroad, and the logical step for him and his associates is to return to the U. S. and make future films in Hollywood and New York, with the latter location most attractive where work can be turned out on schedule and at a price.

He didn't think he would film abroad again unless the story made it imperative this be done. In England, conditions are quite good by comparison, but even there the British accent makes for headaches. As for trying to dub Italian films into English, oh brother, says he.

Flynn wanted his female admirers to know that he is still in good shape physically.

AWARDS NOTE: Judy Garland, Julie Andrews, Judy Holliday, Arthur Krim, Michael Todd, and Robert Weede last week were presented with engraved silver trays signifying that they made their "mark of achievement" in the entertainment world. This event took place at the Sheraton Astor when the Federation of Jewish Philanthropies held its fourth annual awards luncheon for the amusement industry. Oscar Hammerstein, II, who headed the awards committee, made the presentations.

A posthumous award for outstanding service and leadership to the industry and to philanthropy was made to the late Jack Cohn. Harry Brandt served as chairman of the luncheon committee, and Charles Moss acted as general chairman of the industry drive to raise funds to care for the aged, sick, and needy of all races and creeds.

MAIL: From Marty Blau, new home owner and trade paper contact at Columbia, came a giant-sized button with the inscribed plea, "Don't Knock The Rock," and a note which stated, "This is not only the title of a new Columbia release, it might also be termed an industry axiom. After all, didn't the predecessor film, "Rock Around The Clock," gross eight times its production cost? So there is no reason for anyone in filmdom to knock the rock.

"If you feel conspicuous wearing this on your train or bus, maybe you know a 'cool' youngster who would like it. Dig you later."

Marty, m'boy: Anything goes on the Long Island Railroad when it goes. It rocks fast, rolls slow, sways like crazy, and has square wheels. We're with you, man.

BROADWAY GROSSES

(As of this Monday)

"Wind" Blows Strong

NEW YORK—"Baby Doll" at the Victoria and newcomer "Written On The Wind" at the Capitol led the Broadway first-run parade last weekend, although quite a few spots were flirting with near average business.

According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the breakdown was as follows:

"The Wrong Man" (Warners). Paramount (\$47,654)*—Fourth week was anticipated at \$24,000.

"Anastasia" (20th-Fox). Roxy (\$81,388)—Fifth week was heading toward \$80,000 with \$49,752 in for Friday through Sunday. Ice show on stage.

"The Teahouse Of The August Moon" (MGM). Radio City Music Hall (\$146,192)—The seventh and last week was bound to tally \$105,000, with Thursday through Sunday accounting for \$75,000. Christmas stage show.

"Written On The Wind" (U-I). Capitol (\$39,813)—Opened strong with \$41,000 in sight for the first week.

"Zarak" (Columbia). Globe (\$11,854). Third session was expected to reach \$11,000.

"The King And Four Queens" (UA). Mayfair (\$15,087)—Fourth week dropped to \$12,000.

"The Rainmaker" (Paramount). Astor (\$24,538)—Fifth week down to \$20,000.

"Baby Doll" (Warners). Victoria (\$21,931)—Fourth week still strong at \$33,000.

"Hollywood Or Bust" (Paramount). Loew's State (\$18,644)—Fourth and last week expected to hit \$18,000.

*Figures in parentheses are 1956 weekly weekly averages based on MOTION PICTURE EXHIBITOR reports.

Paramount Executives Meet

NEW YORK—Paramount home office executives, division, and branch managers and field merchandising representatives met in Philadelphia and currently in St. Louis for two-part national sales and merchandising conference. The new year's product, sales policies, and advertising, publicity, and exploitation plans were discussed.

George Weltner, president of Paramount Film Distributing Corporation; Jerry Pickman, advertising-publicity vice-president; Hugh Owen, vice-president; Sidney Deneau, western sales manager; and Charles Boasberg, supervisor of sales on Cecil B. DeMille's production of "The Ten Commandments," spoke at the sessions.

I N D E X

VOLUME 57, NUMBER 12 JANUARY 16, 1957
SECTION ONE

LETTERS	4
EDITORIALS	5
THE NEW YORK SCENE	
BY MEL KONECOFF	6
SHOWMANSHIP SWEEPSTAKES	12
NEWS OF THE TERRITORIES	15

SECTION TWO

THE SERVICESECTION	SS-1—SS-8
(The Yellow Check-Up)	

Exhibs, COMPO, MPAA Okay Sweeps Plan

SW Quarter Profit Up From Last Year

WILMINGTON, DEL.—At the annual meeting of the stockholders of the Stanley Warner Corporation last week, S. H. Fabian, president, announced that the circuit's profit for the first quarter of the current year ended Nov. 24 was the equivalent of 45 cents per share of common stock, compared with 37 cents per share for the same period the year before.

The gross income for the last quarter was \$27,169,000, compared with \$23,926,500 for the November quarter one year ago. Net profit amounted to \$2,015,300 after all charges, including \$1,215,500 for depreciation and amortization but before deducting provisions for federal and foreign income taxes. This compares with a profit of \$1,935,500 earned in the prior year, when depreciation and amortization charges totaled \$1,226,900. Provisions for federal and foreign income taxes for the current quarter amounted to \$1,045,700, as compared with a provision of \$1,125,000 one year ago. Net profit after all charges for the quarter was \$969,600, compared with \$810,500 for the same quarter last year.

Fabian disclosed that since the first week in November there has been a weekly improvement in boxoffice receipts as compared to last year, and that the income for the week ending Jan. 5 was the largest for any one week since the organization of Stanley Warner. He declared that this rise was "encouraging but not conclusive" as to the future trend of theatre grosses. In discussing the growth and diversification of International Latex since it was absorbed by Stanley Warner, he described the far-reaching TV sales campaign which is under way for its Playtex products, also outlining the world-wide success of Cinerama, which he said would expand this year, principally outside of the United States.

More than 75 per cent of the outstanding stock was represented at the meeting. Fabian, Samuel Rosen, and Nathaniel Lapkin were reelected as directors and the employment agreement with Fabian Enterprises was approved. Price, Waterhouse and Company, accountants, were elected to continue in that capacity for the current fiscal year.

20th-Fox Sales Meets Set

NEW YORK—Beginning with sessions held on Jan. 9-10 in Toronto, 20th-Fox general sales manager Alex Harrison had last week lined up a series of division meets at which company policy and merchandising plans for the expanded 1957 production lineup were to be developed.

Scheduled was a meeting of Harry G. Ballance's southern division in Atlanta on Jan. 16-17; one with Martin Moskowitz's eastern division in Philadelphia on Jan. 23-24; and one in Chicago on Jan. 25-26 with Morton C. Levy's midwest and Thomas C. McCleaster's central districts.

Herman Wobber's western division will meet in Los Angeles on Jan. 30-31.

Motion Picture Pioneers Elects Depinet President

NEW YORK—At a meeting last week of the board of directors, Motion Picture Pioneers, Inc., and the Foundation of the Motion Picture Pioneers, Inc., Ned E. Depinet was elected president.

Depinet succeeds the late Jack Cohn, founder of the Motion Picture Pioneers and its president for the past 17 years, since the organization's inception.

William J. German was elected treasurer, and George Dembow was made secretary. Abe Schneider, Charles Alicote, and George Dembow were added to the board of directors.

Ayers Joins Warners As Playdate Chief

NEW YORK—Norman J. Ayers, who resigned as eastern district manager for Warners two years ago, returns to the company to assume the post of head of the playdate department, it was announced by Roy Haines, general sales manager for Warners. Ayers, who left the company for an extended vacation in February of 1955, had been with Warners for 25 years.



AYERS

Ayers replaces Ernest Sands, who has been appointed midwest district manager, with headquarters in Chicago and supervision over Chicago, Milwaukee, and Detroit, Haines also announced.

Robert Dunbar, former midwest district manager, has been appointed branch manager of Warners' Des Moines office. Dunbar succeeds Herbert Blass, deceased.

Warners Net Down

NEW YORK—Warner Brothers Pictures, Inc., last week reported film rentals, sales, etc., for the fiscal year ending August 31, 1956, of \$73,350,938. Net profit, not including the profit from the sale of old films, was \$2,038,000 equivalent to 84 cents per share on the 2,482,247 shares of common stock outstanding.

This compared with film rentals, sales, etc., for the period ending August 31, 1955 of \$72,597,678; net profit of \$4,002,000, and \$1.61 per share on the 2,474,271 shares outstanding at the end of that period.

The company's profit of \$2,098,000, Jack L. Warner, president, reported to stockholders, does not reflect the sale of its old library of feature motion pictures, short subjects, and most of its cartoons. These films were sold for \$21,000,000, which resulted in a profit, after taxes and expenses, of \$15,295,000, or \$6.16 per share.

The board has declared a dividend of 30 cents per share, payable Feb. 5 to stockholders of record Jan. 18.

COMPO Members Approval Pending As Meeting Votes To Put Academy Award Promotion Into Effect Now

NEW YORK—The Academy Awards sweepstakes, proposed by a sub-committee of the MPAA advertising and publicity directors committee, moved another step toward implementation last week following a vote of support given it at a meeting by representatives of COMPO, exhibitor groups, and the MPAA business-building committee.

On a motion of Walter Reade, Jr., representing TOA, it was voted to move forward with putting the sweepstakes plan into effect immediately, pending approval by the constituent member organizations of COMPO. The joint committee had previously recommended that all phases of the industry's promotion program should be conducted by COMPO.

Roger Lewis, chairman of the MPAA committee, was directed by the meeting, which was held at the Sheraton-Astor Hotel, to present details of the project's operation, as well as figures showing its probable cost, so that Robert W. Coyne, member of the COMPO triumvirate, can present the plan to the COMPO executive committee. It was pointed out that unanimous approval by the COMPO committee is required under COMPO by-laws for all COMPO projects.

The COMPO executive committee at its meeting in September approved the holding of a second Audience Awards election this winter. Taking cognizance of this action, the meeting voted to try to integrate the Audience Awards into a yearly industry-wide promotion program which it is hoped to get under way at once.

The meeting also decided that Harry Mandel, chairman, COMPO press relations committee, who presided, should set up a planning committee to work out a complete program combining the MPAA and COMPO-TOA business-building plans that have been under consideration for several weeks. Mandel immediately appointed Harry Goldberg, Ernest Emerling, Charles E. McCarthy, and himself as COMPO's representatives on the committee. Lewis is to name the MPAA representatives immediately. The committee was instructed to report back in two weeks to the overall committee.

Meanwhile, members of the committee agreed to bring in suggestions for long-term financing of whatever program is eventually agreed upon. Those attending the meeting, besides Mandel and Reade, were Lewis, Coyne, Herman Levy, Joseph Alterman, D. John Phillips, Harry Goldberg, Charles E. McCarthy, Taylor Mills, Morton Sunshine, Gilbert Golden, Si Seadler, Robert Taplinger, and Jerome Pickman.

Vivian Moses Mourned

SUMTER, S. C.—Vivian Moses, former head, RKO press book department, who had been with the company for 17 years, died at his home here last fortnight after a lengthy illness.

UA Gross At Record \$65,300,000; Future To Stress Big-Budget Films

NEW YORK—United Artists President Arthur B. Krim announced last week that the company grossed an all-time record \$65,300,000 in 1956, an increase of almost 19 per cent over the world-wide returns for 1955, when the independent motion picture distributing organization grossed \$55,000,000.

The 1956 receipts included approximately \$36,000,000 from the United States and Canadian markets, \$27,000,000 in foreign distribution fees, and \$2,000,000 from the sale of feature films to television. This compares with 1955 gross returns of \$33,000,000 domestic and \$22,000,000 foreign.

United Artists' executive management was taken over in 1951 by a group including Krim, board chairman Robert S. Benjamin, and vice-presidents William J. Heineman, Max E. Youngstein, and Arnold M. Picker. Since then gross returns have successively increased to the current record figure.

Reporting on the company's program of long-range expansion for the future, Krim said that approximately 48 features will be released in 1957 at the average rate of four a month. UA also distributed 48 films in 1956. In 1958 and 1959, Krim stated, the company will stress top-budget productions and anticipates investing a larger annual sum in somewhat fewer pictures. He forecast a minimum of 36 films for 1958, released at the rate of about three a month.

"Over the past few months," Krim said, "United Artists has been making a careful study of exhibitor needs and market conditions to determine our production planning position. We have always tried to fill the varied needs of theatremen throughout the world with a variety of both big pictures and smaller-budget films. In recent weeks we have noted announcements by other major companies that they are going into the lower-budget field on an extensive basis.

"We feel that there will be no shortage in this area and possibly a surfeit. As a result, United Artists will cut down on smaller-budget features in 1958 and concentrate on "A" pictures—pictures that can play on their own as top features in any theatre in the world. We believe that this program will insure a more profitable operation for both exhibitors and ourselves." Krim emphasized that present production commitments for the smaller pictures will be fulfilled.

As an illustration of the new UA production planning, Krim cited 13 important films that will go before the cameras in the next three or four months. Of these, four are in work now, Hecht-Hill-Lancaster and Curtleigh's "Sweet Smell Of Success," starring Burt Lancaster and Tony Curtis; Otto Preminger's "Saint Joan," starring Richard Widmark with Jean Seberg; Batjac-Panama's "Legend

Of The Lost," starring John Wayne, Sophia Loren and Rossano Brazzi; and Russ-Field's "The Fuzzy Pink Nightgown," starring Jane Russell.

Others slated to start production during this period include Joseph L. Mankiewicz's "The Quiet American," Gregory Peck's "Thieves Market," Hecht-Hill-Lancaster's "The Devil's Disciple," Richard Widmark's "Time Limit," Kirk Douglas' "The Viking," Arthur Hornblow, Jr. and Edward Small's "Witness For the Prosecution," Jeff Chandler's "Lincoln McKeever," Stanley Kramer's "Inherit The Wind," and the Sidney Harmon-Philip Yordan production of Erskine Caldwell's "God's Little Acre."

Krim forecast that United Artists in 1957 would top its record world gross for 1956. He based his prediction on the strength of the product line-up for the next 12 months.

At least three pictures, he said, seem certain to establish new UA grossing records in the coming year. They are Michael Todd's "Around The World In 80 Days," already widely-honored as the best picture of the year; Stanley Kramer's VistaVision epic, "The Pride And The Passion," slated for release this spring with Cary Grant, Frank Sinatra and Sophia Loren starred; and Hecht and Lancaster's "Trapeze," setting new highs in the foreign market where it is just going into release.

Turning to the company's immediate program, Krim reported that United Artists currently has an investment of approximately \$40,000,000 in product about to go into release. Eight important features are slated to go into general distribution in the next few months. This group includes Russ-Field-Gabco's "The King And Four Queens," starring Clark Gable and Eleanor Parker; Hecht-Hill-Lancaster's "The Bachelor Party," starring Don Murray; Earlmor Productions' "Drango," starring Jeff Chandler, Joanne Dru, and Julie London; Security Pictures' "Men In War," starring Robert Ryan, Aldo Ray, and Robert Keith; Bryna Productions' "Spring Reunion," starring Betty Hutton and Dana Andrews; Titanus Films' "The Monte Carlo Story," starring Marlene Dietrich and Vittorio De Sica; Lewis F. Blumberg's "The Big Boodle," starring Earl Flynn and Rossana Rory; and Orion-Nova's "12 Angry Men," starring Henry Fonda, Lee J. Cobb.

The production program for 1957 and 1958 will be 100 per cent financed by United Artists. But because the company desires to invest more money in production as its program of expansion advances, Krim said, new sources of financing for the future are being explored.

In this connection, United Artists has held preliminary discussions with a number of exhibitor associations that have



KRIM



YOUNGSTEIN

Warners Launches Theatre Expansion

NEW YORK—A major program of theatre expansion throughout the foreign field will be instituted by Wolfe Cohen, president, Warner Brothers International, it was announced last week. Cohen's current tour will include Australia and New Zealand, with Tokyo his first stop.

Authorization for this move was given Cohen by the Warners board at a recent meeting during which they also named him a vice-president of the parent company. This program will be developed as rapidly as possible wherever the need exists, through the acquisition of sites and the erection of the most modern types of theatres by Warners, or in conjunction with local interests.

This long-range program of theatre expansion will be set in action by Cohen throughout all parts of the world as quickly as possible. During Cohen's visit to Australia, he will give serious consideration to theatre construction in that area where other American distributors already hold exhibition interests.

At present, Warners holds a 37½ interest in Associated British Pictures Corp., Ltd., Britain's leading theatre circuit. The company's profitable experience in this association was an important factor in the board's decision for global theatre expansion.

Disney Profit Soars

HOLLYWOOD—The consolidated net profit of Walt Disney Productions set a new record in the fiscal year ended Sept. 29 last, it was reported last week by Roy O. Disney, president, who revealed that net income tallied \$2,623,541, or \$2.01 per common share on 1,305,680 shares outstanding. This compares with \$1,352,576, or \$1.04 per share, after giving effect to the two-for-one stock split, in the previous fiscal year.

The company's gross income for the latest fiscal 12 months was \$27,565,394, compared with \$24,638,652 in the preceding year. Income from film rentals dopped from \$17,670,083 to \$15,054,742, while income from television rose from \$2,552,512 to \$6,996,890; income from various other sources combined was \$5,513,672, an increase of \$1,097,705 over the previous year. The accounts of Disneyland, Inc., are not included in the year's results, although Disney Productions owns 34.48 per cent of its stock.

Gabriel S. Yorke Dies

LOS ANGELES—Gabriel S. Yorke, 67, retired motion picture executive, died last fortnight in St. Vincent's Hospital after a long illness.

indicated an interest in participating in the financing of UA product. The company, Krim reported, is also giving active consideration to public financing through a stock issue.

Krim stressed that the exploratory investigation of new financing stemmed from two factors: a desire to bring as many additional top-calibre projects as possible to the screen, and the prospect of a general tightening of bank credit in the years ahead.

BUSINESS IS BOOMING!

Written on the WIND

TECHNICOLOR®



All-time house record first and second weeks Joy Theatre, New Orleans . . . Record openings Erie, Pa., Jacksonville, Miami. Topping "Glenn Miller" and "To Hell and Back" in Ft. Wayne, Denver, Topeka, Baton Rouge. Many others.

2nd week TOPPING first week in Philadelphia and Washington and doing more than 90% of first week in Pittsburgh, Boston, Providence. Tremendous business everywhere!

FOR SECURITY....





New Theatre In Shopping Center Brightens Suburban Phila. Scene

PHILADELPHIA — The first new indoor theatre in this area in many years is currently under construction in Lawrence Park, suburban shopping center, by a group headed by Arthur Silber and Robert Abel. Abel and Silber Theatres operate a number of other theatres in the Philadelphia area and plan to open their newest addition in June. Their most recent acquisition before this was the New Mayfair, Philadelphia.

The new house will boast more than 1,200 push back chairs, generous row spacing, all the latest developments in wide screen projection and stereophonic sound and parking space for 4,000 cars. Trade interest is heightened by the belief of many industry executives that parking facilities are of paramount importance in current theatre operation, and that the lack of such facilities is directly responsible for the boxoffice depression at many theatres (see Editorial: "A GOOD PICTURE . . . AND PARKING FACILITIES"—Dec. 26, 1956). The Lawrence Park theatre, in a shopping center that has attracted top name stores, can be considered a testing ground.

In designing the new, suburban Lawrence Park to emphasize that function and appearance can be achieved with economy, Philadelphia architects Thalheimer and Weitz planned the project from a basic and practical standpoint by considering only the necessary requirements, from them evolving a satisfactory design. Basic requirements were air conditioning, good acoustics, comfortable seating, good sight lines from every seat, attractive but simple exterior, easy access to parking area, lounge facilities, lighting, attractive interior without elaboration, and the use of sound materials throughout.

The planning developed a building 80 by 160 feet, with an average ceiling height of 22 feet. Exterior walls are specially

"Full of Life"

This Columbia comedy looks like another "It Happened One Night" from the boxoffice standpoint.

Judy Holliday was never better; Richard Conte also does a fine acting job, while Salvatore Baccaloni, a comparative cinematic stranger, turns in an excellent supporting part which should win him many plaudits.

The story deals with the trials and tribulations of a pregnant woman, done in good taste. It must please everyone who sees it, and word of mouth advertising should help immensely.

A great deal will depend on the advance advertising. It can't help being a big hit.

—JAY EMANUEL

proportioned concrete block, scaled for a low building and acoustically treated; in place of a marquee, a brightly-lighted, modern canopy extends over the sidewalk, while aluminum-framed glass doors were scaled to continue the effect of an open, inviting appearance. Exterior colors were chosen to give a fresh, suburban look; a soft blue-green is the key shade.

The interior walls of the theatre are painted block with tooled joints. The use of varied colors, chosen to accent in some areas and to fuse in others, with distinctive shades setting off particular room functions, rendered the interior finishing both attractive and economical. Wall bracket lighting fixtures provide a warm, subdued light which is without glare, using a minimum of fixtures and simple circuiting. Thalheimer and Weitz feel that the project is an effective demonstration that sound building and high style appearance, together with the required building economy, are compatible.

Paramount Acquires Dot Recording Firm

NEW YORK—Barney Balaban, president of Paramount, announced that an agreement has been reached with Randy Wood, president of Dot Records, Inc. Upon consummation of the agreement, Dot Records will become a wholly-owned subsidiary of Paramount, and Wood will continue the direction of Dot Records with complete control and full authority to accelerate the expansion of the already vast worldwide operation of the company which last year attained the status of a major label.

There will be no structural or personnel change in the company. Wood will also be elected a vice-president of Paramount Pictures Corporation. Balaban stated that the acquisition is in line with Paramount's policy of further diversifying its activities. Dot Records, organized in 1950, led the recording industry in sales of single records in 1956, with such artists as Pat Boone, Gale Storm, Tab Hunter, The Fontaine Sisters, The Hilltoppers, Billy Vaughn, Maddox, Snooky Lanson, Nervous Norvus, and Jim Lowe whose recording, "Green Door," has already sold more than 3,000,000 copies throughout the world. Dot Records' gross business in 1956 exceeded \$6,000,000, it was reported.

In addition to these personalities, Wood has recently contracted for the recording services of such outstanding names as Marlene Dietrich and Helen Traubel. His latest innovation in the recording field is the one hour reading from "The Ten Commandments" by Charlton Heston, who portrays the role of Moses in the Cecil B. DeMille motion picture. Paramount in addition to its motion picture activities, continues to broaden its interests in electronics, television, the development of color and pay-as-you-see television.

Jules Stein, chairman of the MCA companies, was instrumental in bringing about this transaction.

BUsINESS **IS BOOMING!**

ROCK, PRETTY BABY!



Premiered in Detroit to top opening, smash week. Setting all-time U-I house records at Gladmer Theatre, Lansing; Palace, Flint; Omaha, Omaha; Bijou, Battle Creek. Smash openings also in Nashville, Memphis, Harrisburg, Albuquerque, Ft. Wayne, Pontiac. Exciting business everywhere!

FOR SECURITY....



SHOWMANSHIP SWEEPSTAKES

1957 SERIES

Finalists In Contest No. 3

George Nonamaker
Editor

Beauty Contest Wins For Georgia Exhibitor

PHILADELPHIA — James English, Muse, Perry, Ga., comes up as winner of this week's \$100 first prize in SHOWMANSHIP SWEEPSTAKES for submitting details on how he ran a beauty contest in his home town.

Other entries for the week include how to put over a sponsored Hallowe'en show; some timely 'teen age promotions from up in British Columbia; some pointers on how to sell a war film; and a campaign on United Artists' "The Sharkfighters." As one of the judges commented, "This week's entries are all good and picking the winner was not easy."

WINNING ENTRY

A BEAUTY CONTEST

Submitted by James English
Muse, Perry, Ga.

600 seats • 75 cents top admission
General patronage.

Recently I held a beauty contest in my theatre in which 25 girls entered; and this is how I put this promotion over.

I first contacted the girls in my home town to see if there were a sufficient number interested in entering a contest such as this; and all I asked were enthused at the idea. Next, I went to the merchants to see how many would like to help sponsor the contest.

The first prize was a week's vacation at the Ocean Forest Hotel, Myrtle Beach, S. C., with all expenses paid for the winner and a companion. The merchants gave \$10 each, which took care of all the prizes, the second being \$50 in cash, and the third, \$25 in cash. In return, the merchants had the privilege of sponsoring one of the girls, and the theatre ran a screen trailer, put out heralds, had radio and newspaper ads naming the girl and her sponsor, etc.

For taking all the pictures needed of the girls for advertising, publicity, etc., a deal was made with a local photographer whereby in return for these proofs he became the official photographer of the contest. He made out okay, the contest entrants buying quite a few of the shots he made. The pictures he furnished me did not cost me anything.

I went to the newspaper editor and asked him to cooperate on the local interest angle and he ran 12 photos of the girl entrants in bathing suits one week and 13 the next week. This did not cost me anything. It boosted the sale of his newspapers these two weeks. I had a



John Oliver, manager, Colony, Miami Beach, Fla., recently used a local Chinese couple to promote MGM's "Teahouse Of The August Moon." The novel rickshaw traveled up and down fashionable Lincoln Road shopping center.

quarter page paid ad in the paper both weeks.

I am a member of the Jaycees and suggested that the club hold a dance after the contest at the local armory. It was also suggested that we have "Miss Georgia" to be queen of the dance and crown the winner at the theatre. I paid one-third the cost of having her present and the Jaycees paid the remainder.

I also planned a parade and went to all the car dealers and asked for cars to use. They gave me all the cars I needed with drivers free of charge. "Miss Georgia" rode in the lead car, followed by the local beauties.

For music during the contest, I contacted a young lady who plays the Baldwin organ and sings over a nearby television station. She came and brought her organ and played during the contest and entertained during the time the judges were reaching their decision.

Tickets were sold in advance for this show and we had a sell-out. The contest cost us approximately \$85.

RUNNER-UP NUMBER 1

SPONSORED HALLOWE'EN SHOW

Submitted by Leo Haney
Tivoli, Michigan City, Ind.

1284 seats • 75 cents top admission
Small town patronage.

We pass along, for whatever it is worth, details of a sponsored Hallowe'en show held for kids on a Saturday morning.

The sponsor, the First Federal Savings "Thrift Club" furnished \$150 in cash to the theatre, which more than covered all costs of cash prizes given to contest winners, paid for theatre help, advertising, etc.

The sponsor also gave ads in two issues of their monthly paper, October and November, which is mailed to over 3,500 "Thrift Club" members; and spot announcements over local radio station WIMS on the regular polka program, which has a large following.

In addition the sponsor paid for 748 taffy apples, which we obtained from our vendor at wholesale price. It is wise to "help out" a sponsor by helping him cut costs—he invariably appreciates this.

Furthermore, the sponsor gave away \$9 in cash for special prizes, which were given away as "extras" from the stage; and permitted us to put signs in his two windows and another sign in his lobby.

So, you ask, what did we do? Well, we admitted every "Thrift Club" member, who showed his membership card at the door, to the show free. We ran a trailer on the screen two weeks in advance plugging the show and the fact that members were to be admitted free; had a 40 x 60 sign in the lobby for two weeks; furnished the signs for the sponsor's windows and lobby; furnished the help; and the film for the show, which consisted of 10 Walt Disney cartoons; an Our Gang comedy and a 3 Stooges comedy.

In addition to the free admissions, we had 527 extra admissions at 25 cents each, which, of course, went to the theatre, the sponsor not sharing any part of this. Every seat in the theatre was filled and quite a few were standing. Over 700 children showed up in Hallowe'en costumes. Wow! What a job for the judges!

The sponsor gained at least 300 new members due to this show.

Concession sales were terrific. This was all ours. The sponsor did not share in this.

This is just one of several events that we have with this sponsor every year. Others are an Easter show, a Christmas show, a New Year's Eve morning show, a Valentine show, and sometimes other shows in between.

These are all kiddie programs, but adults are invited to attend, too, for 25 cents. This is almost a must as some of the children are much too young to come alone; and even with older children as some are hardly past the "crawling" stage and need a mother or a father with them.

Sometimes the sponsor allows their members to bring a guest to a free show. When this is done, we also open our Lido as the Tivoli can't accommodate all who attend.

RUNNER-UP NUMBER 2

'TEEN AGE PROMOTIONS

Submitted by Ivan F. W. Ackery
Orpheum, Vancouver, B. C., Canada

2874 seats • 90 cents top admission
General patronage.

The following are the types of "Rock 'N' Roll" shows and 'teen-age promotions that have been most successful for us.

Elvis Presley sessions are all the rage and disc jockeys and recording companies have been renting auditoriums all over the city, which have been playing to capacity 'teen-age crowds. While this "fad" is only a temporary opposition it was keeping the youngsters away from our theatre on weekends.

To overcome this situation we enticed the radio stations to hold their "Rock 'N'

BUSINESS **IS BOOMING!**

THE GREAT MAN



First week at Sutton Theatre, New York outgrossed any film ever to play this house with exception of "Moby Dick" which played at advanced prices. Top N.Y. reviews: "Absorbing exposé" —Times; "4-Stars" —News; "Excellent" —Post; "Super film fare" —Mirror. Long and profitable run assured.

FOR SECURITY....



Roll" shows in our theatre and it has proven advantageous to all concerned. They were so taken with this idea that they gave us a 30 inch ad in the Province and Sun newspapers and promoted our show on their daily "Theme For Teens" program which built the whole deal up to a terrific climax.

These sessions are held bi-monthly and so that we may have proper control of this type of show we have them one hour before our regular Saturday matinees.

At an Elvis Presley contest "would-be" Elvis' were tried out daily and eliminated on the local radio program; the winners competing on our stage. Everyone wants to get in on the act! Commercial firms donated the following prizes: 100 RCA Victor records; footwear by a shoe firm; lipsticks from a cosmetics company; and sports wear from a clothier—all of which go to make the "alligators" very happy.

Oh, boy! What a show! The kids love it! There is no cost to the show or promotion. The jam session consists of a disc jockey m.c., the contestants and a spinning of the discs. The manager goes crazy for an hour; but the results are terrific. I'll bet we have here in Vancouver more "would-be" Elvis Presleys than in any other spot in North America!

After the stage session is over the youngsters are well satisfied and under control by the time the regular performances begin. By holding these shows before our regular performance commences we do not offend our patrons who do not "dig" the rock 'n' roll jive. This is a real "business getter" for youngsters and I guarantee that any manager wishing to promote this idea would also get good results.

"BATTLE OF THE BANDS" This contest and show is also a sure-fire hit with the kids. Our Dixieland versus Modern was just as successful on the stage as it was at the boxoffice. The show is organized by the local jazz society which is made up of a group of local teenagers who have a very large following in our city.

Other gimmicks we use is the "Battle Of The Saxes," trumpets, etc.

We have just finished honoring a very popular teen-age disc jockey, Red Robinson, who has his own show daily on the radio, "Theme For Teens." As this was the third anniversary of this program the radio station presented Red with a huge birthday cake, which he divided up and gave to the "lucky alligators" on their way out of the theatre.

We have a lot more ideas that we are going to try to promote, which will keep the youngsters coming to our theatre. After all they are our future

patrons, even if they are a bit of a nuisance and do cause some minor damage to the theatre with their exuberance—and even if the manager doesn't like rock 'n' roll!

RUNNER-UP NUMBER 3

HOW TO SELL A WAR FILM

Submitted by Sid Kleper
Loew's Poli, New Haven, Conn.
2900 seats • 80 cents top admission
General patronage.

The following is an outline on how we recently sold United Artists' "Attack"; but it can also serve as an outline on things to do to sell almost any film with a war background.

Hold a special screening for the American Legion and their auxiliary, plus newspaper, radio and TV people.

Armed Services cooperation. Recruiting agencies are usually glad to cooperate on furnishing men and equipment for lobby displays, floats for street bally, etc.

Tie in with Civilian Defense program. Make up special pole cards tying their activities in with the theme of the picture. For example: "Be prepared for a sneak 'ATTACK.' Join your Civilian Defense program now!" etc.

Dress theatre personnel in army (or navy) fatigues, with helmets and rifles.

Contact and work with Army and Navy Stores for window and counter displays.

Other things to do. Have special war herads made up and stuffed in newspapers sold by local newsstands; stencil sidewalks; plant war publicity (controversial nature, if possible) in news columns of local newspapers, if possible; make a try for any of a variety of war contests on both radio and TV. Passes for prizes to first answers, etc.

Make an effort to locate local residents who are veterans of the particular war action your film features. Wine, dine, and play host to them in return for human interest story which is bound to crack the local newspaper.

And, of course, don't forget any of your regular tried and proven ad-publicity stunts that all can be worked in conjunction with your extra efforts along patriotic and "war" lines.

RUNNER-UP NUMBER 4

"THE SHARKFIGHTERS"

Submitted by M. G. Beecei
Palace, Milwaukee, W's.
2400 seats • \$1.25 top admission
General patronage.

Our campaign on this one included a 20 foot advance lobby display of a cutout "shark" against blue cellophane (simulating water) with Victor Mature aside.

We rounded up eight window displays on shark-leather products; and had an advance lobby display featuring two shark heads, Tex Tan belts and wallets, shark hides, etc.

A legit craps game was set up in front of the theatre with guest tickets going to the person who could roll "shark eyes" (two ones).

For street ballyhoo we promoted a navy carrier, miniature, which was bannered: "The U. S. Navy Salutes 'The Sharkfighters'—Story of Navy Research During World War III," theatre, playdates,

Because Of A Song, A Film Was Made

NEW YORK—Because of a song, a film was made. This is the theory on which officials of the Walt Disney organization are working with regard to the latest Disney release, "Westward Ho The Wagons." The film has seen release in a few spots since Christmas, and wherever it has played, the song "Wriggle Wriggle" has become so popular that record outlets must order and re-order. It has sold 300,000 copies since the openings in December in the Fess Parker version alone.

Since then the song has caught on in other areas where the picture has not as yet opened, and the result is that the record has become a big item in the music field. Other stars have started to record it and it looks as though the Fess Parker version will sell some three million copies, according to James A. Johnson, vice-president of the Walt Disney Music Company; Al Latauska, general manager of subsidiary Disneyland Records; and Si Paul, eastern sales manager.

A new advertising and promotional campaign has been mapped out by advertising-publicity director Charles Levy to take advantage of the situation, and the film will henceforth be known as "the Wriggle Wriggle show," with appropriate additions already inserted in the press-book and other ad matter. Parker will further stimulate the campaign via personal appearances in a number of major cities, a stint on the Ed Sullivan TV show, etc.

Dance Oscars Urged

HOLLYWOOD—Dance Alliance last fortnight requested George Easton, president, Academy of Motion Picture Arts and Sciences, to establish two new annual dance Oscars for the best dance performances in a film and the best achievement for choreography in motion pictures.

etc. This toured streets day before and opening day.

Eight Milwaukee News trucks carried banners on Dell Comic books on "Sharkfighters." The theatre's two concession stands carried Dell Comics for sale two weeks in advance.

Other street bally consisted of a man in a diver's suit with copy on picture. This was used for two days and got a lot of attention.

We had a special animated front on the picture of a large cutout shark moving up and down.

Two radio contests over WEMP and WRIT were presented with Tex Tan belts and wallets for giveaways. Three days of promoted spots resulted from this contest.

Three thousand folders were obtained free from Ocean Leather Corporation, Newark, N. J., rubber stamped by the theatre and distributed in the downtown area. This attractive folders feature some of the articles in which shark leather is used and features copy on the picture.

Newspaper publicity included a five column gratis scene mat in Sunday screen and radio section of the Milwaukee Journal; a three column scene in the same paper's "green sheet" at no cost; and a three-column scene gratis in the Milwaukee Sunday Sentinel.

MOTION PICTURE EXHIBITOR

— AWARDS —

\$100⁰⁰ Per Week

TO THE WINNER

OF

SHOWMANSHIP SWEEPSTAKES

YOU, TOO, CAN COLLECT!

SEND YOUR ENTRY IN NOW!

Smith Management Co. Starts Insurance Plan

BOSTON—Richard A. Smith, vice-president, Smith Management Company, last fortnight announced the inauguration of a new comprehensive insurance, medical, and hospitalization plan for all managers and field executives of the company. The disclosure was made in conjunction with a letter to all executives in which Smith reaffirmed his faith in the future of the industry, further evidenced during the past year by the company's acquisition of additional hard top theatres as well as drive-ins.

In an interview, Smith deplored the condition that existed in the industry with respect to the lack of new, young, high-caliber manpower, recommending an over-all improvement in salary and benefits for management personnel. Unless this is done, he said, potential for future industry executives in the exhibition field will fast be exhausted, forcing employment as managers second-rate personnel who have failed in other fields. Theatre management cannot help but suffer should the job requisites continue to be lowered, while improvement in working conditions, benefits, future advancement and security are the answers to attracting new blood, Smith asserted. "Add this to our year round guaranteed employment and salary program, progressive pay increases, summer and winter vacations, with special incentives, and I feel we're heading in the right direction to improve the industry," he concluded.

Smith did not immediately disclose the particulars on the benefits as his staff had not been informed of the setup. It was understood that the organization is the first industry company in New England, possibly the first in the country, to adopt such a program.

Albany

The MGM staff honored retiring branch manager Jack Goldberg with an office party, which was followed by a Variety Club testimonial dinner. Jack Byrne, eastern sales manager, was here to install Goldberg's successor, Edward R. Susse, and to attend the dinner. . . . Bill Helbertt is a new 20th-Fox booker. All 20th-Fox employees received a bonus of four weeks' salary because the branch exceeded its quota in the final quarter of the company's World Wide Sales Drive. . . . A strike at Fabian's Palace by Local 106 of the operators' union brought about a meeting in the State Mediation Board office between management and union representatives. Picketing failed to close the house. . . . 20th-Fox screened "Three Brave Men" in the Palace.

Atlanta

L. J. Duncan, Al-Dunn Amusement Company, West Point, announced the closing of his Fairfax, Fairfax, Ala. . . . Jay Solomon, Independent Theatres, became the father of a daughter. . . . Pat Ingram and Alfred Pevey, Springfield, Ga., businessmen, have leased the Mars there from Jack and Harry Ramsey. . . . United Artists set "Drango" for its world premiere here this week in Loew's Grand. A simultaneous premiere was to be held

NEWS OF THE TERRITORIES . . .

Providence Demands "Baby Doll" Deletions

PROVIDENCE, R. I.—Sitting in "extraordinary session" for some four and one-half hours after reviewing Warners' "Baby Doll," the Bureau of Licenses finally reached a decision to grant a license to the Majestic for the exhibition of the controversial film, with the provision that certain sequences be deleted. The theatre management agreed to abide by the ruling.

Several religious groups protested the action of the licensing board, and planned massed moycotting of the Majestic, both during the run of the picture, and for lengthy periods thereafter. Even before an official decision was rendered, the Ladies Auxiliary of the Ancient Order of Hibernians voted to boycott the theatre for six months, "just for announcing it would show the film."

The occasion of the official screening for the censoring board took up almost a half page in the Evening Bulletin. One of the newspaper's cameramen slipped into the local house and snapped a picture of the Board witnessing one of the scenes which resulted in a four-column spread presenting the three members of the licensing group as well as Harry Goldstein, city collector; Albert J. Clarke, theatre manager; Paul Tighe, ex-Majestic manager; Commander William T. Holt, in charge of the license enforcement bureau; Bradford F. Swan, critic; and three theatre attendants.

Anne K. O'Sullivan, president of the women's auxiliary group, said that similar resolutions would be introduced at joint meetings of other divisions of the Hibernians, and it was taken for granted that all branches of the Order would ban attendance of their members from the theatre.

in Baton Rouge, La. . . . Walter Stradley, husband of Mrs. Wyolene Stradley, Allied Artists, died after a long illness. . . . J. C. Helms and Emery T. Evans, station WGEA, Geneva, Ala., are the new owners of the H and R Drive-In, Hartford, Ala., from G. A. Robbins. Tom Jones Booking Service here will book and buy. . . . Mrs. Ruth Roberts, Allied Artists, retired. Buena Vista auditor Bob Long was recovering satisfactorily from a back injury. . . . Bert Middlebrook, new owner, Barbour Drive-In, Louisville, Ala., was a visitor. . . . R. A. Edmondson, vice-president, Dixie Drive-In Theatres, was elected a director, DeKalb County Federal Saving and Loan Association. . . . Mrs. Cleo Shingler, owner, Buena Vista, Buena Vista, Ga., returned home following surgery in Atlanta. . . . New WOMPI members include Marcelle Davis, Beatrice Finch, Audrey Fowler, Carole Moessner, Bonnie Moody, and Helen Holland. . . . Jim Station, MGM salesman, was named assistant branch manager. . . . Joyce Jones is the new MGM booking clerk. . . . U-I's "Guns For A Coward" will have its world premiere here in the Paramount on Jan. 30. . . . Oscar Lam, Lam Amusement Company head, Rome, Ga., will open the circuit's new drive-in there about Feb. 1.

Teenagers Day Planned Feb. 23 In Boston

BOSTON—At the suggestion of local newspapers, this city is planning a Teenager Day, set for Feb. 23. Mayor Hynes has enthusiastically endorsed the suggestion and has named James D. Mullin, executive secretary, Civic Improvement Committee, to head the special committee to set up the program honoring the teenagers.

"By and large, our teenagers are an outstanding group of future citizens," said the Mayor. "The idea of a special day to focus our attention on the teenagers is an excellent one. If we can turn them in the right direction that leads to good citizenship, we should make every effort to do so. By setting aside one day during their winter vacation, we can have a varied program appealing to all types of boys and girls. It would give these future citizens a close perspective of what their community is and what the real values of life are." He extended a request to theatre owners, directors of the Public Library, the Museum of Science, and heads of other civic, educational, and entertainment establishments to cooperate so that "Feb. 23 will stand out as a memorable day in the lives of our young sons and daughters."

Mullin stated that this idea is similar to one started in New York by the Journal-American which was warmly received by that city's Mayor Robert Wagner. Although the idea is still in the embryonic stage, he is calling together a committee of prominent Boston exhibitors and their publicists to discuss the theatre's participation. It has been suggested that theatres pay special tribute to the teenagers on that date, to listen to their comments on the type of films they desire to see to instill in them a feeling of participation in the theatres' activities.

Boston

Walter Pierce has been engaged by Ray Feeley to manage the newly reopened Milton Art, East Milton, Mass. . . . Arlene Kisloff, booker, Daytz Theatre Enterprises, was married to Charles Sugerman. . . . Yamins Enterprises has reopened the Somerset, Somerset, Mass., a suburb of Fall River, with Norman Galimberti as manager. This theatre has been used for a summer stock and has not played

TEASERETTES

PREVUES

ADVANCE

CROSS PLUGS

FAMOUS FOR MANY USES!

These 3 frame trailers feature art backgrounds, photos and compelling off-stage voice! NO CONTRACTS, NO RETURNS!

\$1.75 each

FILMACK

1327 S. WABASH CHICAGO 5, ILL.

Govt. Files Tax Suit Against Theatre Corp.

BUFFALO—A \$50,906 delinquent tax suit has been filed in Federal Court here by the Government against Midland Properties, Inc. The Government contends Midland is accountable for delinquent corporation, income and excess profits taxes owed by Buffalo 20th-Century, Inc. The suit claims the same stockholders control both firms.

The suit charges 20th-Century, Inc., leased the 20th Century theatre, Main Street, from Midland, Inc., and subsequently bought new equipment and furnishings for the theatre. In 1951, the Government claims, 20th-Century returned the lease, including all the assets and improvements to the theatre. This made 20th Century insolvent and unable to pay taxes it failed to report in 1944, 1945, 1946, 1947, and 1949, the suit charges.

Since Midland acquired the lease and substantial improvements to the theatre at no cost, it should pay the taxes and interest accrued, the Government contends.

films for more than five years. Yamins has converted the Center, Fall River, into an art house. . . . Song survey sheets of the Favorite Fifty recordings compiled each week by station WTOA are being distributed exclusively at all ATC Theatres in Greater Boston. Correct answers are rewarded with guest tickets. . . . Alan Dale, starring in Columbia's "Don't Knock The Rock," was expected in town for interviews with the press, disc jockeys, and editors of high school newspapers. Jack Markle, Columbia tub thumper, is working on the affair. The film opens Jan. 23 in the Pilgrim, with Dale making personal appearances that day. . . . For the campaign on "King And Four Queens" opening in Loew's State and Orpheum, United Artist's Karl Fasick and Joe Mansfield worked out a contest for teenagers. Four queens were to be selected to dine at Blinstrub's with Joe Smith, station WDVA's disc jockey, and then were to see the film opening day in the State. . . . Agnes Donahue, UA booker, was bedded for a week with a severe cold.

NEW HAMPSHIRE NEWS—Receipts for one day at the Tilton in that town were given to the American Legion Auxiliary for purchase of new equipment for the post home. Auxiliary members helped with promotion and ticket sales. . . . Lisbon Playhouse was the scene of the Lions Club Christmas party for Lisbon children with free movies shown as part of the program. . . . Plaza, Derry, was closed for three days Dec. 18-20. . . . About 1,000 children from Rochester crowded the Scenic for a city-wide party with two hours of movies.

PROVIDENCE, R. I., NEWS—Albert J. Clarke has been named manager, Majestic. Clarke, who for 14 years was Majestic manager when it was owned by the Comerford and Fay interests, resigned a few years ago to enter the industrial real estate business. He later managed a theatre in Springfield, Mass., and when the Stanley Warner Circuit recently pur-

Rialto, Elgin, Razed In \$200,000 Blaze

ELGIN, ILL.—A fast-spreading fire destroyed the Rialto, a 50-year-old landmark, with an estimated loss of between \$200,000 and \$250,000.

The blaze started on the theatre stage, where manager Walter Savage found everything in order in a routine checkup a half-hour previous to opening. He was in the office when he smelled smoke and immediately turned in an alarm when he saw flames shooting up the loft. The auditorium was soon enveloped.

Ninety residents of a hotel in the Rialto building escaped through smoke and water. Two firemen were severely injured.

chased the Majestic, he was named resident manager. . . . Fran Manfred, local girl now a star of "Rock, Rock, Rock," thrilled local friends and fans when she returned to make a series of personal appearances in the RKO Albee, where the film was being screened.

Buffalo

Colonel Bill Shirley, United Artists exploiteer, was here to assist Shea's Buffalo manager Edward F. Meade with a big advance campaign on "The King And Four Queens." . . . George David, film critic for the Democrat and Chronicle, Rochester, N. Y., has retired after 45 years of active service. . . . Dave Miller, Variety Club past chief barker, has volunteered to chairman a membership drive committee. Miller is retired U-I branch manager. . . . The local Catholic weekly, Union and Echo, reminded readers that Warners' "Baby Doll," in the Center, has been condemned by the Legion of Decency and that Catholics throughout the diocese have been asked to boycott the theatre for six months. . . . Phil Engel, 20th-Fox field representative, was in to set up a screening of "Three Brave Men" in the Niagara. Charles B. Kosco, branch manager, and Arthur Krolick, Paramount Theatres district manager, were hosts to a capacity audience of civic leaders.

Charlotte

Garland Hayworth, manager, Winston, Winston-Salem, N. C., for the past three years, resigned to enter the furniture business at High Point, N. C., and was succeeded by Kerr McBride, former manager, Palmetto, Spartanburg, S. C. Prior to going to Winston-Salem, Hayworth was manager, National, Greensboro, N. C. . . . Paul Jennings Pless, 52, owner and operator, Dreamland Drive-In, Asheville, N. C., died last month. The drive-in, which he opened in 1948, was the first in western North Carolina. Pless operated it at first in partnership with his brother, Ben R. Pless, until the latter sold his interest in the concern three years ago.

Chicago

Movie attendance in December was the best in any month of 1956, according to figures of the city tax collections. The take was \$103,447, higher than that in December, 1955, which was \$100,372. Total amusement taxes in December were \$179,079, higher than the same month a year ago, \$166,953. Total movie tax col-

Complete Remodeling Follows Name Switch

WINSTON-SALEM, N. C.—The Colonial, on North Liberty Street, has changed its name to the Center, and manager Charles Utley has announced plans for an almost complete remodeling job and the appointment of an assistant manager, John Newman, who has been manager of an Elkin, N. C., house and has been with Statesville Theatre Corporation for five years.

Statesville is the parent company of Family Cinemas, Inc., which purchased the Colonial in October. A. F. Sams, Statesville, N. C., president of Family Cinemas, has announced plans to make the Colonial a first-run house. Contracts for the remodeling were expected to be let shortly under the supervision of the Wil-Kin Theatre Corporation, Atlanta, while the work was expected to be completed in about six weeks. Utley said the theatre will remain open during that time, and that when construction work is completed a balcony for colored patrons will be opened.

lections for 1956 were \$1,136,159, against \$1,197,394 in 1955. Total amusement taxes in 1956 were \$1,917,799, against \$1,953,695 in 1955. . . . The review of the Chicago Police censor board of only 58 films in December, totaling 358,000 feet was the least number in several years. In the group were 15 pictures from abroad, the lowest percentage of foreign entries in a couple of years. Eleven cuts were made, but none was labeled for adults. One film, a foreign, was rejected.

Frank Young, veteran office manager, 20th-Fox, has retired. He was given a farewell party by his associates. . . . A theatre bomb scare, similar to those in New York, occurred at the Holiday, Forest, Ill. Police and firemen evacuated a matinee audience of 500, mostly children, after they received a call that a bomb had been placed in the theatre. The contraption was found, but proved to be a dud. Manager William C. Mallers said the house had been cleared without panic.

Don Fithian leased the Star, Newton, Ill., from C. B. Simmons. . . . Joe St. Amand, owner, Flora, Delphi, Ind., bought the Roxy there. . . . Spiro Papas, executive vice-president, Alliance Amusement Company, was elected a director, Allied Theatre Owners of Indiana. . . . George Vravullas, State Lake, recovered from surgery.

Mrs. Josephine Hoffelder, mother of Margaret and Mabel Hoffelder, Essaness, died. . . . Producer Mike Todd renamed the Selwyn the Todd to present his "Around The World In 80 Days," in February. . . . Pete Pisano, Avalon manager, is better after hospitalization. . . . Stanford Kohlberg is installing a new 65 by 135 foot screen, as well as a bowling alley, in his Starlite Drive-In.

Joseph P. Blitz purchased the Ritz from John Minary. . . . Curtis Ashby Jones, 83, silent film comedian who later became a projectionist, died at Winchester, Ill. . . . Ralph Johnson, Grafton, Ill., Grafton, bought the Brighton, Brighton, Ill., which had been closed for several months. . . .

Ohio Solons To Seek New Censor Measure

COLUMBUS, O.—State Senator Andrew Putka, Cleveland Democrat, and several State representatives have announced that they will introduce censorship bills in the 1957 session of the Ohio Legislature, which convened last week.

"We have now had two years without censorship and with gratifying results," said Robert Wile, secretary, Independent Theatre Owners of Ohio. "The accumulation of more than 40 years of rejected pictures has come and gone without disastrous results. In addition, the criminal bill enacted by the last Ohio Legislature has been invoked three times and has demonstrated that there is a remedy for those people who feel that the picture shown could have been censored."

Wile earlier said that the Legion of Decency ban on Warners' "Baby Doll" would be cited by censorship proponents in Ohio. In his most recent bulletin, Wile pointed out that all four of the remaining states which have censorship, New York, Maryland, Virginia, and Kansas, have passed "Baby Doll." "This is an indication that there is no legal ground for censoring 'Baby Doll' anywhere," said Wile.

The Hairdressers Association gave a party at which \$100 was raised for the benefit of La Rabida Sanatorium, Variety Club's main charity. . . . The Glen, Glen Ellyn, Ill., started the new year with a glassed-in smoking lounge affording a full view of the screen. Patrons under 21 are not admitted and there is a service charge on Friday, Saturday, and holidays.

Cincinnati

Frank W. Huss, Jr., president, Associated Theatres, is wondering what will happen next. A holdup at the downtown Royal was foiled when Grace France, ticket seller, slammed the booth door on the robber's hand and pressed the alarm buzzer to bring police before the robber could escape. In the same week, the boiler room at the suburban Park was flooded when someone forgot to turn off the water intake valve. . . . Ray Frisz, Chakeres Circuit film buyer who suffered a heart attack while vacationing, has returned to the office in Springfield, O. . . . Patricia O'Connell, Paramount clerk, and Verna Demerie, assistant cashier, States Film Service, have announced their engagements. . . . George Marqua, 69, maintenance supervisor, RKO Ohio district,

Watch for them!

NEXT!

Denver Territory

Issue of January 23

Buffalo Territory

Issue of January 30

Save them!

January 16, 1957

Film Exchange and Dealer Listing for the ATLANTA FILM TERRITORY

A CONTINUING SERVICE • that will be re-edited and re-published at 8-month intervals

• Film Distributors

ALLIED ARTISTS, 163 Walton St., N.W.—JA 2-3950

Br. & Sls. Mgr.: J. E. Hobbs. Office Mgr. & Head Booker: O. S. Barnett. Sales: Jack Barrett, J. D. Campbell, B. H. Jordan. Bookers: George Cothran, P. H. Savin. Cashier: Mary Dale. Bookkeeper: Hilda Knight. Emerg. Phone: Barnett, Em. 6365.

BUENA VISTA (Disney), 403 Walton Bldg.—Alpine 6457

Mgr.: Ken Laird. Office Mgr. & Booker: Owen Voughn. Emerg. Phone: TR 4-8464.

CAPITOL, 163 Walton St., N.W.—MU 8-9845

Pres. W. M. Richardson. Sls. Mgr.: Jimmy Bello. Booker: Prichard Hobson. Emerg. Phone: Hobson, EM 8543.

COLUMBIA, 131 Walton St., N.W.—JA 1-1524

Br. Mgr.: Paul Hargett. Office Mgr.: Jim Hart. Sales: Curley Burns, Lamar McJarity. Emerg. Phone: Fairburn 2-5031. (Dist. Mgr. in residence: R. J. Ingram)

HOWCO, 193 Walton St., N.W.—Alpine 5688, 8212

Br. Mgr.: C. T. Jordan, Jr. Sales: Ray Edwards. Booker: Bernice Fricks. Cashier: Grace Parrott. Emerg. Phone: Jordan, EM 6194.

I.F.E. (Italian), 115 Walton St., N.W.—Cypress 5868

Mgr.: David Williams.

KAY, 158 Walton St., N.W.—Lamar 0261

Br. Mgr.: Harry Katz. Booker: Jeon Amos. Cashier: Bernice Hinton. Emerg. Phone: Katz, EM 2203.

METRO-GOLDWYN-MAYER, 198 Luckie St., N.W.—Cypress 2736

Br. Mgr.: H. R. Gaus. Office Mgr.: Sam Perloff. Sales: L. B. Butler, J. L. Stanton, G. F. Fuller. Bookers: Sam McCook, James Corbett. Cashier: Dorothy Eller. Field Exp.: Judson Moses. Emerg. Phone: Perloff, EV 2836.

PARAMOUNT, 135 Cam St., N.W.—JA 3-1636

Br. Mgr.: Foster Hoard. Sls. Mgr.: W. K. Word. Office Mgr. & Head Booker: John Huff. Bookers: Carl Hardin, Paul Morgan, W. J. Andre. Cashiers: Fred Collins, Kattie Lewis. Emerg. Phone: Huff, CR 2539. (Southeastern Dist. Mgr. in residence: Gordon Bradley)

REPUBLIC, 162 Walton St.—JA 4-8611-12

Br. Mgr.: E. H. Brauer. Office Mgr.: W. J. Dumas. Sales: Byron Adair, J. F. Bolus. Bookers: Marie Pinkston, Virgil Hopkins. Cashier: Stella H. Poulnot. Emerg. Phone: Dumas, DE 7839.

RKO, 195 Luckie St., N.W.—Cypress 1971-2

Br. Mgr.: Ira P. Stone. Office Mgr.: Robert P. Burnette. Sales: E. William Andrews, Jr., Pete M. Carnes, T. C. Cox, L. J. Owens. Bookers: Dean Morris, Paul Mote, John McCarthy, Joe Lancaster. Cashier: Mildred Matthews. Field Exp.: Spence Steinhurst. Emerg. Phone: Burnette, MU 8-2937. (Dist. Mgr. in residence: Dave Prince)

TODDY, 148 Walton St., N.W.—MU 8-3117

Pres.: Teddy Toddy. Mgr. & Booker: Jimmie Roberts. Emerg. Phone: None.

20TH CENTURY-FOX, 197 Walton St., N.W.—JA 3-4633

Br. Mgr.: D. M. Coursey. Sls. Mgr.: M. W. Doris. Office Mgr.: R. G. McClure. Sales: L. C. Ingram, Jr., Cecil Peacock, B. W. McChesney. Booker: H. M. Puray, Jr. Cashier: J. E. Estes. Emerg. Phone: McClure, DI 8316. (Southern Div. Mgr. in residence: H. G. Ballance, and Southeastern Dist. Mgr. in residence: P. S. Wilson)

UNITED ARTISTS, 191 Walton St., N.W.—JA 2-6386

Br. Mgr.: Bill Haines. Sls. Mgr.: Robert W. Tarwater. Office Mgr.: Charles D. Touchon. Sales: Ed Hays. Bookers: Martha Chandler, Walter McDonald, Lynda Burnett. Cashier: B. Finch. Emerg. Phone: Touchon, Evergreen 1229.

UNIVERSAL-INTERNATIONAL, 205 Walton St., N.W.—Cypress 5081

Br. Mgr.: Wm. D. Kelly, Jr. Sls. Mgr.: S. W. Whiteman. Office Mgr.: Allen Rainwater. Sales: E. L. O'Neill, Jim Cronin, George M. Jones. Bookers: Thelmo Hognlund, Poul Maddox. Cashier: Vera Howze. Field Exp.: Ben Hill. Emerg. Phone: Rainwater, Crescent 2594. (Dist. Mgr. in residence: Jas. V. Frew)

WARNER BROS., 194 Luckie St.—Cypress 3495

Br. Mgr.: Carroll Ogburn. Sls. Mgr.: Barney Ross. Office Mgr.: W. B. Langston. Sales: Larry Laskaris, Roy Donaldson, Bill Humphries. Bookers: J. C. Steeky, W. S. Suddeath. Cashier: Pat Brown. Field Exp.: J. D. Woodard. Emerg. Phone: Langston, Evergreen 5008. (Div. Mgr. in residence: Grover Livingston)

• Supply Dealers

CAPITAL CITY SUPPLY, 161 Walton St., N.W.—Walnut 1244. Emerg. Phone: CH 6885

NATIONAL THEATRE SUPPLY, 187 Walton St., N.W.—Lamar 8486

SOUTHEASTERN THEATRE EQUIP., 203 Luckie St., N.W.—Cypress 0461

WIL-KIN THEATRE SUPPLY, 150 Walton St., N.W.—EM 6983

• Screen Trailers

NATIONAL SCREEN SERVICE, 173 Walton St., N.W.—Cypress 5881

STRICKLAND FILMS, 220 Pharr Road, N.W.—CY 3-5317

• Signs, Advertising and Printing

DIXIE LITHOGRAPHING, 158 Walton St., N.W.—Cypress 5235

MOTION PICTURE ADVERTISING SERVICE, 193 Walton St.—Alpine 1594

NATIONAL SCREEN SERVICE, 173 Walton St., N.W.—Cypress 5881

POSTER EXCHANGE, 163 Walton St., N.W.—Alpine 0935

REBEL POSTER, 142 Walton St., N.W.—Cypress 4996

SOUTHERN POSTER & PRINTING, 138 Houston St., N.E.—MU 8-7733

THEATRICAL PRINTING, 183 Walton St., N.W.—Lamar 7326

• Film Delivery Services

BENTON BROS. FILM EXPRESS, 188 Luckie St., N.W.—Cypress 0511-2

THEATRE SERVICE CO., 282 Hayden St., N.W.—Cypress 6972

• Service Companies

ALTEC SERVICE CO., Walton Building—JA 4-4916

RCA SERVICE CO., 160-14th St., N.W.—TR 6-0394

A SPECIAL SERVICE . . . only in MOTION PICTURE EXHIBITOR

and an RKO employee for 20 years, died of a heart attack. . . . Special screenings of 20th-Fox's "Three Brave Men" for religious, club, and civic leaders were set in mid-January in the Palace here and the Palace, Columbus, O. . . . Robert Morrel, general manager, S and S Amusement Corporation and coordinator for the fourth annual convention, National Allied Drive-In, reports an outstanding program has been arranged for the sessions Jan. 29-31 in the Hotel Netherland-Hilton here. . . . New officers of Tent Three, Variety Club, and its Ladies' Auxiliary will be installed at a joint meeting Jan. 26 in the Hotel Metropole clubrooms. . . . Robert Ode is now manager, Markay, Jackson, O., replacing William Yeakley, resigned. . . . Sam Isaac, vice-president, Cumberland Amusement Company, Kentucky and Virginia circuit, became the father of a daughter. . . . Sylvester H. Grove, 73, retired head, South End Amusement Company, Louisville, Ky., died last month.

COLUMBUS, O., NEWS—The Ohio State Journal, only morning daily in Columbus, will increase its ad rates from 22 cents per line to 24 cents, effective March 1. . . . O. F. Martin, Jr., Tri-City Drive-In, Bucyrus, O., and Dale Tysinger, Shea manager, Zanesville, O., have been asked to tell members of the Virginia Motion Picture Theatre Association about their methods of selling pictures at the state convention in Richmond this week. . . . Leo Kessel, owner, Broad, Lancaster, O., has sold a 99-year lease on the theatre to the Equitable Federal Savings and Loan Association. The association plans to use the property in an expansion program for new Equitable offices. Kessel has operated the Broad for the past 18 years.

Dallas

There was a possibility of a personal appearance by either Sal Mineo, John Saxon, or Luana Patten in the Palace in conjunction with the Jan. 25 opening of "Rock Pretty Baby." Universal announced plans to send one of the trio along with the film in a promotional capacity. . . . Robert E. Helms, 59, Warners office manager for the past eight years, died at his home following a heart attack. He was formerly with RKO and Universal. . . . R. J. O'Donnell, vice-president and general manager, Interstate, hosted a luncheon for the press in the new Statler Hotel prior to the first performance of "Around The World In 80 Days" in the Tower. Featured guest was Mike Todd, the producer. . . . Lew Brady, manager, Queen, McAllen, Tex., was in seeking affiliation with a local theatre. He is the son of Lew Brady, who operates a circuit in the Rio Grande Valley area. . . . Kyle Rorex, executive director, COMPO of Texas, has announced that the offices are being moved from 2008-A Jackson Street to 2013-A Young Street. . . . M. M. Murfree has been named exclusive state booker for Champion Foods, a division of the Frito Company. The company will feature a special barbecue made especially for theatres and to be sold through dealers to them.

Denver

"Oklahoma!", at the Tabor, was in its 13th week. . . . Henry Westerfeld, city manager, Fox Inter-Mountain Theatres,

"Baby Doll" Blasted By Cincinnati Catholics

CINCINNATI—Warners' "Baby Doll" is a "revolting" film, and is "grievously offensive to Christian and traditional morality and decency," it was declared in a first page editorial in the Messenger, official newspaper of the Catholic diocese of neighboring Covington, Ky.

Urging Catholic organizations to "storm" the Warners branch office here and the Albee with letters and calls of protest, the editorial cited the film as a "near occasion of sin, and therefore we have an obligation to stay away from it. We have a still graver obligation to see to it that our children stay away from it."

is retiring after being with the company since it was organized in 1929; prior to that, he was with K and F Theatres, which was absorbed by Fox Inter-Mountain. . . . Charles Bridge has taken over the Spruce, Fraser, Colo., from R. D. Ervin, Kremmling, Colo., who has been operating the house. . . . The phone lists put out by the Denver Shipping and Inspection Bureau for 1957 have been mailed out. . . . Robert Selig, National Theatres division manager, was in Mexico.

Des Moines

Adolph Running, 77, Decorah, Ia., died of injuries suffered when he fell through an exit door in a Decorah theatre. He suffered a brain concussion in the accident which occurred when he stepped into the aisle to allow other patrons to pass in front of him. Running leaned against the exit door, which apparently was not fastened. . . . Teenagers caused approximately \$1,000 damage to the Princess at a midnight rock and roll show, according to manager Jerry Darner. The rock and roll music was played before the regular feature and the kids were invited to dance in the aisles before the regular film started. However, things got out of hand and someone tore up an Elvis Presley life-size standard and tossed parts of it through the screen. . . . The Hollywood, closed recently for extensive remodeling, has been reopened at Sioux City, Ia., under new management. Irwin Dubinsky heads the new owner group. Vernon Carr was retained as manager. . . . The poll conducted by the Des Moines Register and Tribune showed that most Iowans think adult admission prices

Variety Officers Installed; Children's Hospital Benefits

MIAMA, FLA.—George Jessel, Louis Armstrong, Gabby Hayes, and members of the Hungarian National Olympic Team were guests of honor at the Variety Club, Tent 33, installation banquet and ball held last fortnight at the Golden Gate Hotel, Miami Beach. Approximately 1,000 guests attended, with proceeds donated to the Variety Children's Hospital.

New Variety officers include George MacLean, chief barker; Harvey Fleischman, first assistant; Luther Evans, second assistant; Bob Green, dough guy; and Abe Allenberg, property master.

should start at ages 14, 15, or 16, instead of 12.

Most of those taking part in the poll expressed the opinion that children in the 12 to 16 age group would attend theatres more frequently if the prices were adjusted accordingly. . . . Marion Young, Anamosa, Ia., has leased the Crystal, Manning, Ia. The house has been closed since the illness of owner J. Fred Dethlefs.

Houston

A new policy was inaugurated at the Epsom Drive-In when a vaudeville stage show was added as a supplement to the screen entertainment. Jack Haver is in charge of the stage shows; Willie Ratcliffe is owner and operator of the drive-in. . . . Mark Sheridan, southwest district manager, 20th-Fox, Dallas, was in for a visit to the local exchange on company business. . . . The Fred Astaire Almeda Dance Studio, the first dance studio operated by the Interstate Theatre Circuit, is scheduled to open here on Jan. 19 with LeRoy Olin as manager. . . . The film version "Around The World In 80 Days" as it is being shown here is considerably different than the version shown in New York, about \$160,000 different. It is being shown in its final form in Texas. . . . Milt Overman, formerly with the Melba, Dallas, is now with Interstate in a publicity capacity.

Henry Harrell, branch manager, 20th-Fox, paid a visit to the Rio Grande Valley to call on exhibitors. . . . Mrs. Muriel Wilkinson has replaced Lillian Kunkle on the Southwestern Theatre Supply staff. . . . The new Universal exchange is rapidly nearing completion. . . . John Winberry paid a visit to Mission, Tex., to confer on business there with Border Theatres' R. D. Leatherman.

Jacksonville

Thomas P. Tidwell, 20th-Fox branch manager, scheduled a special morning screening of "Three Brave Men" in the Florida. . . . Don Yarbrough, 20th-Fox exploiteer, came down from Atlanta to address the local Motion Picture Council at its January meeting in the Seminole Hotel. . . . Sarah Keller, WOMPI president, disclosed that the women's group and Variety Club, Tent 44, will stage a joint benefit spring dance in March or April. . . . Carl Carter, drive-in owner, reported to police that his Service Concessions Company had been robbed of 25 cartons of cigarettes. . . . Norm Levinson, MGM publicist, returned from a trip to Miami, Fla., where he made advance plans with Wometco's Sonny Shepherd and the Cloughton Circuit's Curtis Miller for split runs of "Slander" and "The Great American Pastime." . . . Bill Beck secured the first run of "Teahouse Of The August Moon" for the Five Points when exhibitors placed bids for a picture for the first time. Heretofore, top MGM product has played in the Florida. . . . Louis J. Finske, president, Florida State Theatres, returned from Michigan City, Ind., where he attended funeral services for his mother, Mrs. John Finske. . . . Emil Bernstecker, former supervisor, Wilby-Kincey Theatres, Atlanta, now is in an executive post here with Florida State Theatres.

Japanese Festival Committee Named

NEW YORK—Takashi Kolde, and Goro Uzaki, members of the preparatory committee for the Japanese Film Festival of the Motion Picture Association of Japan, announced last fortnight the appointment of Mrs. Marjorie Geiss to direct Festival activities, which will comprise six evening programs at the Museum of Modern Art, Jan. 20-25. Each evening will be devoted to the most recent feature and short-subject productions of a leading Japanese film company.

A delegation of 12 Japanese film stars and personalities, headed by Hiroshi Okawa, will be in New York for the event. Activities will include, in addition to film showings, press luncheons and other events at which the Japanese filmmakers and stars can meet the American press and American motion picture industry people.

MIAMI, FLA., NEWS—Drive-in church services were held for the first time in Dade County at the Breezeway, just north of Homestead, Fla. . . . Walton Oakerson, manager, Essex, Hialeah, Fla., was awarded a plaque for "oustanding youth work over an extended period" by the Hialeah Optimists Club. Oakerson has just completed 20 years with Wometco. . . . Dean Barrett was transferred from the Normandy, Miami Beach, Fla., to manager, Royal. Paul K. Hepner is the new manager, Normandy. . . . Joe St. Thomas, assistant to Van Myers, head, Wometco confection department, announced his engagement to Myra Smith, Wometco payroll clerk. . . . Keith Hendee, city manager, Wometco's Ft. Lauderdale, Fla., theatres, was awarded a \$25 U. S. Savings Bond for winning the MGM prize for his campaign on "The Opposite Sex." . . . Pat Smith, manager, Delray, Delray Beach, Fla., became a father.

Milwaukee

Fox's Strand closed the longest run in the city's history, "Oklahoma!" after 36 consecutive weeks. . . . Benny Benjamin, Screen Guild, became a grandfather. . . . Marcus Theatres took over operation of the Eskin and Richland, Richland Center, Wis. . . . Larry Beltz, manager, Grand, Wausau, Wis., was presented with a wrist watch by the Wausau Theatres Company



Gene Pleshette, right, managing director, Brooklyn Paramount, recently received a plaque from Edward T. Fagan, treasurer, Brooklyn Tuberculosis and Health Association, for his assistance during the 1956 campaign to seal the doom of tuberculosis.

to mark his 25th anniversary with the circuit. . . . F. J. McWilliams retired the first of the year after 50 years in the industry, turning over operation of his Portages, Wis., theatres to his son, Jack. . . . The Florence, Florence, Wis., has been closed permanently. Equipment was purchased by Harry Melcher, Unity Theatres Circuit here. . . . Charles Pryce closed his Alma, Alma, Wis., because of high cost of operation and lack of patronage. . . . George Mace, 70, a projectionist, died. He was a veteran of 40 years in the industry. . . . Andy Spheeris was named Variety Club chief barker at the recent annual meeting held in the Schroeder Hotel. Others named include Eddie Johnson, first assistant; Morey Anderson, second assistant; Angelo Provinzano, dough guy; and Harold Pearson, property master.

Minneapolis

Archbishop William O. Brady has advised Catholics of the St. Paul, Minn., archdiocese to save their money for "some real good show" instead of seeing Warners' "Baby Doll." Without mentioning the film by name, the archbishop, writing in the archdiocesan "Catholic Bulletin," quoted negative Hollywood comment on the picture. Without having seen it, he wrote, he was willing to abide by that judgment. . . . More than 3,000 women over 62 and men over 65 in the Twin Cities now hold membership cards in Minnesota Amusement Company's Gold Age Movie Club, which admits senior

Weekend Operation At Prudential Drive-Ins

NEW YORK—Prudential Theatres announced that the Bay Shore Sunrise, the Commack, and the Massapequa Drive-Ins will be open weekends for the balance of the winter. Performances are given Friday, Saturday, and Sunday evenings, starting at seven o'clock. Heated concession stands and rest rooms are available.

Prudential also announced that the Route 27 All Weather Drive-In, Amityville, is nearing completion and that it is slated to open early in March. The new drive-in features a combination indoor and outdoor theatre with accommodations for more than 1,500 cars for outdoor viewing and for about 1,200 patrons in the indoor theatre, with a static parking area for 500 cars.

citizens at reduced prices. . . . A gunman who had tried to rob a Loop liquor store ran through the Gopher between evening shows, wielding a butcher knife. Finally, he was captured in an alley near the theatre. . . . In the neighborhood Avalon on New Year's Eve, where a double feature was in progress, the projectionist switched from the middle of the first film to the last half of the second. When he was unable to straighten out the films, patrons were refunded their money. He then kicked out the glass in a front door and the police came. Although the theatre would not press charges, the projectionist was locked up on a drunken charge. . . . Marlys Roberson, accounting stenographer, Paramount, is engaged to Tom Knight, Minneapolis.

New Haven

The Bowl Drive-In, West Haven, built five years ago, has been sold to the Cinema Circuit Corporation, New York, by the original owner, Bowl Outdoor Theatre Corporation, headed by Seymour B. Levine. Consumation of the sale was announced by Berk and Krumgold, theatrical real estate agents in New York. The land the drive-in is located on is owned by the Waverly Construction Company and C. W. Blakeslee and Sons. According to reports, the Bowl Corporation leased the land for the theatre site. . . . Paul Perrillo, Columbia, was in on exploitation for "Silent World." . . . Universal had a big spread to bally "Written



Among those present at the recent world premiere of the Warners release of Elia Kazan's "Baby Doll," Victoria, New York, for the benefit of Actors' Studio, were, in the usual left to right order Wolfe Cohen, Warners vice-president; Leonard Goldenson, president, AB-PT; Benjamin Kalmenson, Warners executive vice-president, Jack L. Warner, president, Warners;

Tennessee Williams, author of the screenplay, being interviewed by Jerry Warren, Station WINS; Faye Emerson with Eli Wallach; Shelley Winters with Kazan; Bernard R. Goodman, Warners executive; Ed Williamson, midwest division sales manager; Ralph Iannuzzi, eastern division sales manager; and Roy Haines, general sales manager.



Seen at the recent Variety Club Tent 13, Philadelphia, installation dinner at the Bellevue-Stratford Hotel were, left to right, retiring Chief Barker Maxwell Gillis; Senator Clifford Case of New Jersey, principal speaker; new Chief Barker Sylvan Cohen; Gillis; Jack Beresin; Judge Harry Kalodner, toastmaster; Cohen; Jay Emanuel, publisher, MOTION PICTURE EXHIBITOR;

and Variety Club International officers, Edward Emanuel, second assistant chief barker; George Eby, first assistant chief barker; Beresin, past international chief barker; Father Sylvester McCarthy, VCI chaplain; and John Rowley, international chief barker. The Tent's "Heart Fund" project benefited considerably from the affair.

*The
Motion Picture
Associates
of Philadelphia*

take pleasure in inviting you to a

*Testimonial
Dinner*

in honor of

*Eugene Junick
and
Stanley Kositsky*

*Monday Evening, January 21st
at 6:30*

*Burgundy Room
Hotel Bellevue-Stratford
Philadelphia*



FOR TICKETS AND RESERVATIONS
CALL OR WRITE

EDWARD ADLEMAN
305 N. 12th STREET, PHILADELPHIA
LOmbard 3-3944



This space donated by
NEW JERSEY
MESSENGER SERVICE

On The Wind" in the windows on Meadow Street. . . . Harry Wasserman, brother of Sam and Morris Wasserman, died recently.

HARTFORD, CONN., NEWS—Jack Sanson, Stanley Warner Strand, screened Warners' "Baby Doll" ahead of premiere for religious and press representatives. . . . Lou Cohen, Loew's Poli, has been named amusement industry delegate to the Hartford Chamber of Commerce Retail Trade Board for 1957. . . . Harry Goldstein, eastern exploitation representative, Allied Artists, came through in advance of "Blonde Sinner." . . . The West Hartford, Conn., Knights of Columbus indicated they would picket any theatre there booking "Baby Doll." . . . Eric Johnston, MPAA president, will address the Springfield, Mass., public Forums for the second consecutive year on Jan. 22, in the Springfield Technical High School Auditorium.

New Orleans

The Pittman Circuit's Pitt, Lake Charles, La., was the only theatre open there during the holidays as projectionists continued a strike for higher wages. The Pitt was reported to have met the operators' demands. . . . The Polk, Leesville, La., a Southern Amusement Company unit, was to reopen after the holidays following general refurbishing. . . . Recent closings include M. Campbells' Robertsdale, Robertsdale, Ala., and Mrs. Sue Hinton's Victory, Loxley, Ala., leaving their respective towns without film entertainment. . . . P. A. Warner, Manley vice-president and southwest district manager, Dallas, was a holiday guest of his nephew, Warners salesman Billy Fitzgerald. . . . Michael Ripps, co-owner, Do Drive-In Theatres and co-head, American National Films, Inc., returned from Hollywood, where he checked the finishing of the newly-formed company's first production, "Bayou." . . . The Star, Covington, La., was reopened by the Salles family after remodeling. . . . Doyle Maynard advised Transway that he has returned ownership of the Delta, Oakdale, La., to Mrs. J. A. Guillory.

New York

Harold Zeltner, MGM salesman, has been promoted to assistant manager of the local branch. . . . A film workshop on special purpose films and audio-visual materials will be held Jan. 31 and Feb. 1

at Carnegie International Building by Educational Film Library Association and New York Film Council. . . . John C. Alicoate, son of Charles A. Alicoate, executive publisher, THE FILM DAILY, was married to Dorothy Coleman McClatchey. . . . Representatives of the United Nations attended the opening at the 55th Street Playhouse of Tyrone Guthrie's "Oedipus Rex," Canadian-made film being released by Motion Picture Distributors, Inc. Harry A. Scott, Consul General for Canada in New York, was patron. . . . The Empress, Manhattan, has been sold to Matsan Theatre Circuit Company by Joe Rosenzweig. The house has been closed for alterations and will reopen with Spanish films.

Philadelphia

Mel Koff and his Keswick, Glenside, Pa., staff nabbed three teen-age boys with a home-made bomb at a Saturday matinee before they had a chance to explode it among the 700 children present. The boys were turned over to juvenile authorities. . . . Bill Humphries has sold the assets and lease of the Rialto, Lewistown, Pa., and the capital stock of Humphries, Inc., operating the Miller, Lewistown, Pa., to Harold D. Cohen, who will now operate the Miller, Rialto, Embassy and Center there. . . . Louis Naren, auditor for Melvin Fox, was mourning the passing of his father. . . . Paul Klieman is now booking for the Stratford, Lyric—Germantown, Ace—Wilmington, Pearl, Senate and Fans. . . . Melvin Fox reports that two employees of the Burlington Drive-In were held by the Grand Jury for trial for misappropriating money and tickets. . . . The use of premiums in Philadelphia neighborhood houses was on the increase—a possible business trend. . . . Jack Howard is now vice-president of Valleybrook Publications, Chester, Pa., publishing sheet music for Bill Haley and his Comets. He is also president of the Bill Haley Fan Club, backing all of the localities' Columbia releases. . . . The Carman closed again. . . . The North Camden, Camden, N. J., was reported operating off and on with "hide-away" small time burlesque and pictures. . . . Issy Epstein, Atlantic Theatres, was in University Hospital. He would like to hear from his friends. . . . Sam Shapiro denied having completed a deal for the Bethlehem Drive-In, although he was interested in the property.

SW's Schlanger Quits Theatre Association

PHILADELPHIA — Ted Schlanger, zone manager for Stanley Warner, largest operator of theatres in the area, resigned from the Theatre and Amusement Association of Philadelphia at a stormy meeting last week at which he clashed with president William Goldman. About 30 members of the association were present.

Schlanger was chairman of the executive committee, which renominated all officers of the group, including Goldman, treasurer Sam Shapiro, and secretary Lester Krieger. Shapiro and Krieger are reported to be associated in a new drive-in venture. Following his election, Goldman reappointed all committee heads with the exception of Schlanger. This decision led to Schlanger's resignation. At last report, the executive committee was still without a chairman.

The Association is comprised of theatres, allied trades, radio and TV, skating rinks, and other amusement enterprises.

READING, PA., NEWS—The opposition of Catholic groups to the showing of Warners' "Baby Doll" in the Warner brought a flood of protests to manager Helen Bortz, according to reports. . . . The Reading Eagle editorialized on the benefits accruing to theatres from the establishment of the city's new system of downtown parking lots, in answer to criticism concerning the financing of the project. . . . Fines for Sunday exhibition at the Sinking Spring Drive-In during the fall of 1956 tallied \$1,4000, exclusive of costs of about \$15 for each of 28 prosecutions for violation of a law forbidding Sunday movies. . . . Announcing that "at last we can show this picture," manager Finch, Plaza, offered "Ecstasy," which he described as "the picture the world is whispering about!" at a midnight show. "Elysia," which ran 10 weeks in Harrisburg, was approaching its sixth week in the Plaza here.

Pittsburgh

20th-Fox booked invitation screening of "Three Bave Men" in the Harris. . . . Bill Wyatt, Virginian manager, Charleston, W. Va., was top winner, with Lou Fordan, Memorial, McKeesport, Pa., in the recent showmanship drive among Stanley Warner management across the country. Wyatt walked off with third prize, \$750 in U. S. Savings Bonds. . . . Loew's Penn was held up for \$8,000 by a gun-

MPA Dinner To Honor UA's Tunick, Kositsky

PHILADELPHIA — Norman Silverman, president, Motion Picture Associates of Philadelphia, announced that Sylvan Cohen, newly installed chief barker, Variety Club Tent 13, will be the toastmaster at the dinner to be held on Jan. 21 at the Bellevue-Stratford Hotel in honor of Gene Tunick and Stanley Kositsky, United Artists Pictures, each of whom was recently promoted. Many United Artists executives have been invited and are expected to be on hand.

The Motion Picture Associates is a charity organization which exists primarily to help take care of the needy within the industry.

man who forced the cashier and assistant manager into a small room containing the safe, which the assistant was forced to open.

St. Louis

A new drive-in near West Plains, Mo., will be opened in the spring by B. D. Faddis and Frank Hall. Andy Dietz, owner and manager, Cooperative Theatres of St. Louis, will buy and book. . . . The Gem, Mascoutah, Ill., has been closed for an indefinite period. . . . The Nox, New Haven, Ill., operated by Henry Absher, has been closed indefinitely. . . . The Salisbury here, owned and operated by Clarence H. Kaimann, has been closed, while Kaimann's local Janet, closed months ago, is now being used as a gospel center. . . . The Mox, Blytheville, Ark., owned by Warren L. Moxley, was destroyed by fire. The house was operated by W. F. McCann on lease.

San Antonio

The Frels Circuit started construction on a 900-car drive-in, the Lone Tree, Victoria, Tex. Doyle Oliver, city manager, said that plans permit expansion to 1,800 cars when conditions warrant. . . . Eddie Joseph inaugurated a Mexican picture policy at his Yank, Austin, Tex. . . . Miss Grace Engleking has reopened the Star, Orange Grove, Tex. . . . Sam Newberry, owner and manager, Texan, Jayton, Tex., announced that he is closing the theatre. Lack of patronage was given as the reason. . . . Tom Bently has been named president, newly organized IATSE projectionist Local 865, Odessa, Tex., serving that city and Midland, Tex. Other officers include Glenn Gillette, vice-president; S. E. Furlow, secretary; Harry Smith, treasurer; Richard Neal, sergeant-at-arms; and Barney T. Holt, business agent.

You can help us serve you, Mr. Theatre Manager!

First by not putting your return film in the lobby until all your patrons have left after the last show!

Second, by checking your shows no later than 10:00 A.M. on Saturdays, Sundays and holidays.

As you know, the exchanges' shipping rooms close at noon on these days.

Don't wait until it's too late—help us prevent any missouts!

HIGHWAY EXPRESS LINES, INC.

829 North 29th Street

Philadelphia 30, Pa.

LO 4-3450

1638 Third Street, N. E.

Washington, D. C.

DuPont 7-7200

PROGRESSIVE ELECTRIC CONSTRUCTION CO., INC.

240 N. 13th STREET • PHILADELPHIA 7, PA

*Theatre Installations
and Maintenance*

THEATRE SEAT COVERS

Hayco seat covers for all makes and models of theatre chairs.

JACK HAYES SEATING SERVICE
ONE MONICA PLACE, BALDWINVILLE, N. Y.

David E.

BRODSKY

Associates

THEATRICAL INTERIOR DECORATORS
242 N. 13th St. LO 4-1188-89 Phila. 7, Pa.
PAINTING • DRAPERIES • MURALS
STAGE SETTINGS • WALL COVERINGS

HENRY FRIEDMAN

Realtor and Insurance

*Specializing in Theatre
Real Estate and Insurance*

(Member Main Line Board of Realtors)
17 W. Lancaster Ave., Ardmore, Pa. GR 7-5730

The A-MAN Corner

Theatre managers . . . assistant theatre managers . . . theatre advertising and publicity men . . . film buyers . . . film bookers . . . circuit executives . . . maintenance and equipment engineers. **IF you* are looking for a job, . . . or IF you* are looking for a man, . . . just describe your needs in 25 words or less and send to "The A-MAN Corner."** Add your name and address. Names and addresses will be published unless a box number is requested. All such "classified ads" will be published in three consecutive issues and then dropped. If success does not crown an original effort, it can be repeated through a new application after a 60-day interval.

This completely new EMPLOYMENT SERVICE is available to ALL theatres without reservation. It is not necessary to subscribe to MOTION PICTURE EXHIBITOR to avail yourself of this service. No other industry trade paper offers it! And it is completely FREE!

*A (WO)MAN is also welcome . . . but in this preponderantly male business, she should specify her sex.

MANAGER AVAILABLE. Drive-in, conventional experience buying, booking, exploitation, promotions, concessions. Age 33. College graduate. Prefer supervisory position with advancement. Maximum earnings obtained in present position. BOX A116, c/o M. P. EXHIBITOR, 246 North Clarion St., Phila. 7, Pa.

DRIVE-IN MANAGER AVAILABLE. Experienced all phases drive-in, conventional theatres. 25 years in business. Excellent employment record. Resume and references furnished. Relocate anywhere for good opportunity. BOX E19, c/o M. P. EXHIBITOR, 246 North Clarion St., Phila. 7, Pa.

AVAILABLE, DRIVE-IN MANAGER, or small-circuit head. All phase experience including projectionist's license. Prefer eastern half Pennsylvania. Write for brochure describing this unusual mon. CHARLIE POORMAN, 1300 Mt. Hope Ave., Pottsville, Pa. (19)

EXPERIENCED MANAGER AVAILABLE. Experienced in film buying, booking and supervision. Prefer Midwest area. Can furnish excellent references. 35 years in business. Married, one child. BOX A19, c/o M. P. EXHIBITOR, 246 North Clarion St., Phila. 7, Pa.

MANAGER WANTED FOR CITY DRIVE-IN operation. Capable doing hand out, ads. State experience, age, family status, salary expected. Include sample ad. BOX C19, c/o M. P. EXHIBITOR, 246 North Clarion St., Phila. 7, Pa.

MANAGER-PROJECTIONIST AVAILABLE. Age 47. Married. Conventional, Drive-In experience over 30 years. Exploitation, promotion, maintenance. Will go anywhere. Best of references. K. L. DICKSON, 909 Indiana, Neodesha, Kansas. (12)

MANAGER, age 34, 15 years' experience. Former independent theatre owner, manager for large New York City circuit. Available January 5. Anywhere in New York, Pennsylvania, Ohio. BOX A12, c/o M. P. EXHIBITOR, 246 North Clarion St., Phila. 7, Pa.

MANAGER AVAILABLE. Age 43, 21 year experienced showman, concession, and public relations medium-sized town desires relocation. \$5,200 minimum start. Family, reliable. South southwest preference. BOX B116, c/o M. P. EXHIBITOR, 246 North Clarion St., Phila. 7, Pa.

NEED DRIVE-IN MANAGER, middle of February, possibly another shortly thereafter. Want live wire, advertising, exploitation. No buying, booking. Eastern Virginia. Write salary expected, full information. BOX B19, c/o M. P. EXHIBITOR, 246 North Clarion St., Phila. 7, Pa.

DRIVE-IN MANAGER, 5 years' experience seeks drive-in or first run conventional. New York State area preferred, not necessary. Single, twenties. Top salary (please state). Exchange references. BOX D19, c/o M. P. EXHIBITOR, 246 North Clarion St., Phila. 7, Pa.

Address all
correspondence to—

The A-MAN Corner

Motion Picture Exhibitor
246 N. Clarion St., Philadelphia 7, Pa.

Eddie Miller, Houston, international representative of IATSE, installed the officers. . . . The Palace, Gatesville, Tex., formerly operated by the Skelton Brothers and closed more than a year ago, is being converted into an office building. Offices of the Skelton Brothers has been moved to the Regal, which they also operate. . . . A combination drive-in and kiddieland will be opened at Grand Prairie, Tex., early in May, it was announced by Jerry Silvers, owner, Uptown. . . . Claude H. Stewart, city manager, Waco, Tex., Consolidated Theatres, supervised the 11th anniversary celebration of the 25th Street there. . . . The Lamar, Beaumont, Tex., has been completely remodeled without closing its doors. Nothing now is left of the theatre which was opened in 1937 but its outer walls. The main auditorium seating plan has been changed from two to three sections, reducing seating capacity from 762 to 720. New seats were installed, with more space between rows. A new manager's office was arranged and the boxoffice was remodeled. There also has been a price increase at the Lamar, operated by the Jefferson Amusement Company.

Seattle

Howard Olund has been named office manager and booker, Favorite Films of California, replacing Mercedes Cleveland,

who accompanied her husband to Alaska when he joined the Poulsen organization in Anchorage. . . . Modern Theatre Supply recently put in new chairs for Mrs. Fletcher at the Olympic, Forks, Wash. . . . Visitors included Rad Pratch, former operator, Reat Art, Tacoma, Wash.; Al Fernandez, Clallam Bay, Wash.; Joe Rosenfield, Spokane, Wash.; Harry Wall, Lewiston, Wash.

Hawaiian Trip Is Prize In Management Contest

SEATTLE—Harold Sohns, managing supervisor, Sterling Northgate, Lake City, Crest, and Gateway, and Mrs. Sohns soon will be winging their way to Hawaii on an all-expense paid week's vacation.

The Sohns won the trip for two as the result of his performance in the Hawaiian Cup Drive, involving the Bonus Contest, Exploitation Contest, Fumbles and Boobles Contest, and Salute to Service Contest for the 12-month period ending Oct. 1.

Presentation was made in the form of two leis, symbolic of the trip, at a Christmas luncheon for executives and managers of Sterling's Seattle office and theatres in the Olympic Hotel, Fred Denz presiding.

Sen. Case Addresses Phila. Variety Affair

PHILADELPHIA—A capacity house of more than 300 Variety Club barkers, industry, civic, and state leaders turned out last week to pay tribute to Maxwell Gillis, retiring chief barker, Tent 13, and Sylvan M. Cohen, incoming chief barker.

The testimonial dinner took place at the Bellevue-Stratford Hotel, and the principal speaker was U. S. Senator Clifford P. Case, New Jersey. Also addressing the group were Gillis, Allied Artists branch manager; Cohen, prominent industry attorney; Edward Emanuel, county chairman, March of Dimes Campaign; John Rowley, Variety International chief barker; and Philadelphia District Attorney Victor Blanc, among others.

The dinner chairman was Norman Silverman, past chief barker and Republic branch manager, Judge Harry E. Kalodner, U. S. Circuit Court of Appeals for the Third Circuit, was toastmaster. While paying tribute to the motion picture industry the Judge slipped in a unique plug for Columbia's "Full Of Life," which he referred to as full of entertainment.

In addition to Cohen, new Variety officers sworn in were Lester Wurtele, first assistant; Harry A. Romain, second assistant; Eugene Tunick, dough guy; and Myer Lewis, property master.

The winners in the Tent's annual charity campaign were Carrol Guthrie, Drexel Hill, Pa., Cadillac; Horace Taft, Jr., Philadelphia, Plymouth; Girard Tettinger, Sugar Notch, Pa., Chevrolet; Robert Day, Bala-Cynwyd, Pa., colored television set; Adolph Goldblum, Philadelphia, \$500 U. S. Savings Bond; J. D. Drumbler, Philadelphia, portable television set; and \$100 U. S. Savings Bonds, Cohen and Cohen, Philadelphia; Raymond Steingard, Philadelphia; John Rigler, Philadelphia; and Azoff and Cohen, Philadelphia.

Washington

Fred McMillian, managing director, Cinerama, was host to a gala premiere for Hungarian Relief in connection with the opening of "Seven Wonders Of The World." Tickets were purchased with donations which were given to the Hungarian Relief Drive. . . . Virginia Lee Sweeney is the boxoffice treasurer, RKO Keith's, for the reserved seat run of "The Ten Commandments." Katherine Zanelotti assists her. . . . Lynn Scott, student assistant, Loew's Capitol, has been promoted to assistant manager. He will be transferred to Wilmington, Del., to the Loew's house there. . . . Howard Lindamood, assistant, Warners' Metropolitan, was kept busy during the showing of "Giant." Manager Sid Hoffman was replacing the ailing Ken Davis, manager, Warners' Uptown. . . . The Variety Club approved for regular membership Cassell Shanabarger, general manager, Midcity Theatre Corporation; Tony Christie, treasurer, Stanley Warner Uptown; and James H. Christie, assistant treasurer, Uptown. The Board of Governors was to hold its first meeting of 1957 this week in the Executive Room of the Williard Hotel. . . . Joseph B. Walsh, Exhibitor Service, was married to Ethel Long, Baltimore, Md.

MEET ME IN LAS VEGAS—MUC—Dan Dailey, Cyd Charisse, Agnes Moorehead—High rating musical—112m.—see Feb. 8 issue Page 4097—Leg.: B—(Eastman Color)—(CinemaScope). (622)

MUTINY ON THE BOUNTY—MD—Charles Laughton, Clark Gable, Franchot Tone—Reissue should do okay as museum piece—133m.—see Dec. 12 issue Page 4261. (711)

NORTHWEST PASSAGE—D—Spencer Tracy, Robert Young, Ruth Hussey—Names should help reissue about Rogers' Rangers—126m.—see Feb. 22 issue Page 4110—(Technicolor). (623)

OPPOSITE SEX, THE—CMU—June Allyson, Joan Collins, Leslie Nielsen—Loaded with entertainment values—117m.—see Sept. 19 issue Page 4226—Leg.: B—(CinemaScope)—(MetroColor). (705)

POWER AND THE PRIZE, THE—D—Robert Taylor, Elisabeth Mueller, Burl Ives—Interesting drama of big business introduces shining new female star—98m.—see Sept. 19 issue Page 4225—(CinemaScope). (703)

RACK, THE—D—Paul Newman, Wendell Corey, Walter Pidgeon, Anne Francis—Highly engrossing drama—100m.—see April 18 issue Page 4134. (706)

SLANDER—D—Van Johnson, Ann Blyth, Steve Cochran—Topical drama is powerful indictment of scandal magazines—81m.—see Dec. 26 issue Page 4266. (717)

SOMEBODY UP THERE LIKES ME—BID—Paul Newman, Pier Angeli, Everett Sloane—Well-done, highly interesting entry—113m.—see July 11 issue Page 4185. (635)

STRATTON STORY, THE—CD—James Stewart, June Allyson, Agnes Moorehead—Baseball reissue has Stewart name to help—106m.—see Feb. 22 issue Page 4110. (619)

SWAN, THE—ROMD—Grace Kelly, Louis Jourdan, Alec Guinness—Yarn about a princess has good potential—112m.—see April 18 issue Page 4134—(Eastman Color)—(CinemaScope). (628)

TALE OF TWO CITIES, A—D—Ronald Colman, Elizabeth Allan, Reginald Owen—Reissue should have value as museum piece—128m.—see Nov. 14 issue Page 4250. (707)

TEA AND SYMPATHY—D—Deborah Kerr, John Kerr, Leif Erickson—High rating drama—122m.—see Oct. 3 issue Page 4231—Leg.: B—(CinemaScope)—(MetroColor). (702)

TEAHOUSE OF THE AUGUST MOON, THE—C—Marlon Brando, Glenn Ford, Machiko Kye—Highly amusing entry—123m.—see Oct. 31 issue Page 4242—(CinemaScope)—(MetroColor)—(Partially made in Japan)—(713).

THESE WILDER YEARS—Barbara Stanwyck, James Cagney, Walter Pidgeon—Well-made adult drama with provocative theme—91m.—see July 25 issue Page 4190. (636)

THREE MUSKETEERS, THE—ROMCMU—Lana Turner, Gene Kelly, June Allyson, Van Heflin—Reissue of standout entry should repeat okay—125m.—see Feb. 22 issue Page 4110—(Technicolor). (618)

TRIBUTE TO A BAD MAN—OD—James Cagney, Stephen McNally, Irene Papas—Well-made outdoor show should appeal to action and western fans—95m.—see March 21 issue Page 4122—(Eastman Color)—(CinemaScope). (626)

YEARLING, THE—D—Gregory Peck, Jane Wyman—Fine film should do okay as reissue—128m.—see Feb. 22 issue Page 4110—(Technicolor). (624)

TO BE REVIEWED OR IN PRODUCTION

ACTION OF THE TIGER—Van Johnson, Martine Carol—(Made in Spain).

BARRETS OF WIMPOLE STREET, THE—Jennifer Jones, Sir John Gielgud, Bill Travers—(Color)—(CinemaScope)—(Made in England).

DESIGNING WOMAN—Gregory Peck, Lauren Bacal, Dolores Gray—(CinemaScope)—(Color).

GUN GLORY—Stewart Granger, Rhonda Fleming, Burl Ives—(CinemaScope)—(MetroColor).

HAPPY ROAD, THE—Gene Kelly, Bobby Clark, Brigitte Fosse, Barbara Laage—(Made in France).

HOT SUMMER NIGHT—Leslie Nielsen, Coleen Miller.

LITTLE HUT, THE—Ava Gardner, Stewart Granger, David Niven—(Color)—(Made in England).

LIVING IDOL, THE—Steve Forrest, Lilliane Montevecchi—(Eastman Color)—(CinemaScope)—(Made in Mexico).

LIZIE—Eleanor Parker, Richard Boone, Joan Blondell, Hugo Haas.

PURPLE HARVEST—Mel Ferrer, Pier Angeli, Leif Erickson—(CinemaScope)—(Color).

RAINTREE COUNTY—Montgomery Clift, Elizabeth Taylor, Eva Marie Saint—(Color)—(CinemaScope) 65).

SEVENTH SIN, THE—Eleanor Parker, Bill Travers, George Sanders—(Made in China)—(CinemaScope).

SILK STOCKINGS—Fred Astaire, Cyd Charisse, Janis Paige—(CinemaScope)—(MetroColor).

SOMETHING OF VALUE—Rock Hudson, Dana Wynter, Wendy Hiller—(Made in Africa).

TEN THOUSAND BEDROOMS—Dean Martin, Eva Bartok, Anna Marie Alberghetti—(CinemaScope)—(Color).

THIS COULD BE THE NIGHT—Jean Simmons, Paul Douglas, Joan Blondell—(Widescope).

WINGS OF THE EAGLES, THE—John Wayne, Dan Dailey, Maureen O'Hara—(Color).

Paramount

(1954-55 releases from 5400;
1955-56 releases from 5500)

ANYTHING GOES—MUC—Bing Crosby, Donald O'Connor, Mitzi Gaynor, Jeanmarie—Highly entertaining musical—106m.—see Jan. 25 issue Page 4090—(Color by Technicolor)—(VistaVision). (5513)

BIRDS AND THE BEES, THE—C—George Gobel, Mitzi Gaynor, David Niven—Gobel screen debut should aid moderate comedy—94m.—see April 4 issue Page 4130—Leg.: B—(Technicolor)—(VistaVision). (5515)

COURT JESTER, THE—CMU—Danny Kaye, Glynis Johns, Basil Rathbone—Highly humorous entertainment—101m.—see Feb. 8 issue Page 4098—(Color by Technicolor)—(Vista-Vision). (5512)

HOLLYWOOD OR BUST—CMU—Dean Martin, Jerry Lewis, Anita Ekberg—Average Martin and Lewis—95m.—see Dec. 12 issue Page 4262—(Technicolor)—(VistaVision)—Leg.: B.

LEATHER SAINT, THE—D—Paul Douglas, John Derek, Cesar Romero—Interesting entry—86m.—see May 30 issue Page 4166—(VistaVision). (5521)

LUCY GALLANT—ROMD—Jane Wyman, Charlton Heston, Claire Trevor, Thelma Ritter—Interesting and well-made entry—104m.—see Oct. 19 issue Page 4046—(Technicolor)—(VistaVision). (5504)

MAN WHO KNEW TOO MUCH, THE—MD—James Stewart, Doris Day, Brenda deBonzie—High rating Hitchcock thriller—120m.—see May 2 issue Page 4150—(Technicolor)—(VistaVision). (5520)

MOUNTAIN, THE—D—Spencer Tracy, Robert Wagner, Claire Trevor—High rating suspense drama—105m.—see Oct. 3 issue Page 4231—(VistaVision)—(Technicolor)—(Made in France). (5603)

PARDNERS—C—Dean Martin, Jerry Lewis, Lori Nelson—Amusing spoof of western yarns has names, laughs, and music to sell—88m.—see Aug. 22 issue Page 4205—(Technicolor)—(VistaVision). (5523)

PROUD AND PROFANE, THE—D—William Holden, Deborah Kerr, Thelma Ritter—High rating drama—113m.—see May 30 issue Page 4166—(VistaVision). (5524)

RAINMAKER, THE—D—Burt Lancaster, Katherine Hepburn, Wendell Corey—High rating entry—121m.—see Jan 9 issue—(Vista Vision)—(Technicolor)—Leg.: B. (5606)

SCARLET HOUR, THE—MD—Carol Ohmart, Tom Tyrone, Jody Lawrence—Satisfactory programmer introduces new faces—93m.—see April 18 issue Page 4135—(VistaVision). (5514)

SEARCH FOR BRIDEY MURPHY—D—Terese Wright, Louis Hayward, Nancy Gates—Exploitation item for the program—84m.—see Oct. 17 issue Page 4237—Leg.: B—(VistaVision). (5602)

TEN COMMANDMENTS, THE—HISD—Charlton Heston, Anne Baxter, Yul Brynner—One of the top entertainments of all time—219m.—see Oct. 17 issue Page 4237—(VistaVision)—(Technicolor).

THAT CERTAIN FEELING—C—Bop Hope, Eva Marie Saint, George Sanders, Pearl Bailey—High rating Bob Hope comedy—103m.—see June 13 issue Page 4174—Leg.: B—(Technicolor)—(VistaVision). (5522)

THREE VIOLENT PEOPLE—W—Charlton Heston, Anne Baxter, Gilbert Roland—Okay western—100m.—see Dec. 26 issue Page 4267—(VistaVision)—(Technicolor). (5604)

VAGABOND KING, THE—MU—Kathryn Grayson, Oreste Rita Moreno—Average Film musical will need plenty of help—88m.—see Sept. 5 issue Page 4215—(Technicolor)—(VistaVision). (5601)

WAR AND PEACE—D—Audrey Hepburn, Henry Fonda, Mel Ferrer, Vittorio Gossman—Filmization of outstanding literary work rates high an all counts—208m.—see Sept. 5 issue Page 4215—(Technicolor)—(VistaVision)—(Filmed in Italy). (5625)

TO BE REVIEWED OR IN PRODUCTION

BEAU JAMES—Bob Hope, Paul Douglas, Vera Miles—(VistaVision)—(Technicolor).

BLACK MANTILLA, THE—Carmen Sevilla, Richard Kiley—(Color)—(VistaVision)—(Made in Spain).

BUSTER KEATON STORY, THE—Donald O'Connor, Ann Blyth, Rhonda Fleming—(VistaVision).

DELICATE DELINQUENT, THE—Jerry Lewis, Darren McGavin—(VistaVision).

FEAR STRIKES OUT—Anthony Perkins, Karl Malden, Norma Moore—(VistaVision). (5607)

FUNNY FACE—Audrey Hepburn, Fred Astaire, Kay Thompson—(Technicolor)—(VistaVision)—(Made in France).

GUNFIGHT AT THE OK CORRAL—Burt Lancaster, Kirk Douglas, Rhonda Fleming—(Technicolor)—(VistaVision).

JOKER, THE—Frank Sinatra, Mitzi Gaynor, Jeannie Crain—(VistaVision).

LONELY MAN, THE—Jack Palance, Anthony Perkins, Elaine Aiken—(VistaVision).

MAN OF A THOUSAND FACES, THE—James Cagney, Dorothy Malone, Jane Greer—(CinemaScope).

OMAR KHAYYAM—Cornel Wilde, Michael Rennie, Debra Paget—(Technicolor)—(VistaVision).

TIN STAR, THE—Henry Fonda, Anthony Perkins, Betsy Palmer—(VistaVision).

RKO

(1954-55 releases from 501;
1955-56 releases from 601)

BACK FROM ETERNITY—MD—Robert Ryan, Anita Ekberg, Rod Steiger—Satisfactory dramatic entry will benefit from name draw—97m.—see Sept. 19 issue Page 4227. (703)

BIG SKY, THE—MD—Kirk Douglas, Dewey Martin, Elizabeth Thrett—Frontier meller reissue can be sold—140m.—see May 16 issue Page 4158. (662)

BEYOND A REASONABLE DOUBT—MD—Dana Andrews, Joan Fontaine, Sidney Blackmer—Fairly interesting program meller—80m.—see Sept. 19 issue Page 4227. (702)

BOLD AND THE BRAVE, THE—D—Wendell Corey, Mickey Rooney, Nicole Maurey—Highly entertaining entry—90m.—see April 4 issue Page 4130—(Superscope). (612)

BRAIN MACHINE, THE—MD—Patrick Barr, Elizabeth Allen—Import meller for the lower half—82m.—see Feb. 22 issue Page 4110—(English-made). (609)

BRAVE ONE, THE—Michel Ray—Highly attractive entry of a boy and his unusual pet—100m.—see Oct. 3 issue Page 4231—(CinemaScope)—(Technicolor)—(Filmed in Mexico). (706)

BUNDLE OF JOY—CMU—Eddie Fisher, Debbie Reynolds, Adolphe Menjou—Pleasant entertainment for all—98m.—see Dec. 12 issue Page 4262—(Technicolor). (807)

CASH ON DELIVERY—F—Shelley Winters, John Gregson, Peggy Cummins—Mediocre programmer—82m.—see Jan. 25 issue Page 4091—Leg.: B—(English-made). (607)

CITIZEN KANE—D—Orson Welles, Buddy Swan, Joseph Cotton—Reissue is one of the screen's masterpieces—119m.—see July 11 issue Page 4185. (665)

CONQUEROR, THE—MD—John Wayne, Susan Hayward, Pedro Armadoriz, Agnes Moorehead—Action meller has angles for better returns—111m.—see March 7 issue Page 4117—Leg.: B—(Color by Technicolor)—(CinemaScope). (610)

DEATH OF A SCOUNDREL—D—George Sanders, Yvonne DeCarlo, Victor Jory—Interesting drama has names and exploitable story values—119m.—see Nov. 14 issue Page 4250. (707)

FINGER OF GUILT—MD—Richard Basehart, Mary Murphy, Constance Cummings—Okay dualler—84m.—see Oct. 17 issue Page 4238—(English-made). (705)

FIRST TRAVELING SALESLADY, THE—C—Ginger Rogers, Barry Nelson, Carol Channing—Moderate, light-hearted offering has good name values—92m.—see Sept. 5 issue Page 4206—(Print by Technicolor). (701)

FLYING LEATHERNECKS—MD—John Wayne, Robert Ryan, Janis Carter—War show reissue should do okay—102m.—see Sept. 5 issue Page 4215—(Technicolor). (761)

GLORY—MD—Margaret O'Brien, Walter Brennan, Charlotte Greenwood—Good programmer has angles—10m.—see Jan. 25 issue Page 4091—(Technicolor)—(Superscope). (605)

GREAT DAY IN THE MORNING—OD—Virginia Mayo, Robert Stack, Ruth Roman—Outdoor action entry has angles—92m.—see May 30 issue Page 4167—Leg.: B—(Technicolor)—(SuperScope). (613)

I WALKED WITH A ZOMBIE—MD—James Ellison, Frances Dee, Tom Conway—Reissue okay for exploitation spots—69m.—see July 11 issue Page 4185. (666)

KING KONG—MD—Fay Wray, Robert Armstrong, Bruce Cabot—Reissue is smash spectacle—100m.—see July 11 issue Page 4186. (664)

LUSTY MEN, THE—ACD—Susan Hayward, Robert Mitchum, Arthur Kennedy—Reissue of interesting radea action drama has names to help—113m.—see May 30 issue Page 4167. (663)

MAN IN THE VAULT—MD—William Campbell, Karen Sharpe, Anita Ekberg—For the duallers—73m.—see Dec. 26 issue Page 4267. (709)

MURDER ON APPROVAL—MYMD—Tom Conway, Delphi Lawrence—Lower half filler—70m.—see May 16 issue Page 4158—(English-made). (614)

ONE MINUTE TO ZERO—MD—Robert Mitchum, Ann Blyth—Reissue of Korean war story has names to help—105m.—see Feb. 22 issue Page 4111. (661)

POSTMARK FOR DANGER—MD—Terry Moore, Robert Beatty—Scotland Yard yarn is okay for duallers—79m.—see Feb. 8 issue Page 4098—(English-made) (606)

31 issue—Leg.: B. (5537)

SLIGHTLY SCARLET—MD—John Payne, Arlene Dahl, Rhonda Fleming—Program entry has angles—99m.—see Feb. 22 issue Page 4111—Leg.: B—(Technicolor)—(Superscope). (608)

TENSION AT TABLE ROCK—OD—Richard Egan, Dorothy Malone, Cameron Mitchell—Tense outdoor drama should have wide appeal—93m.—see Oct. 3 issue Page 4231—(Technicolor). (704)

WAY OUT, THE—MD—Gene Nelson, Mona Freeman, John Bentley—Average programmer—80m.—see April 18 issue Page 4135—(English-made).

WHILE THE CITY SLEEPS—MD—Dana Andrews, Ida Lupino, Rhonda Fleming, George Sanders—Fast-moving, interesting meller—100m.—see May 16 issue Page 4158—Leg.: B. (615)

TO BE REVIEWED OR IN PRODUCTION

CYCLOPS—James Craig, Gloria Talbot, Lon Chaney.

DAY THEY GAVE BABIES AWAY, THE—Cameron Mitchell, Glynis Johns—(Eastman Color).

ESCAPADE IN JAPAN—Tereso Wright, Cameron Mitchell—(Color)—(Made in Japan).

GIRL MOST LIKELY, THE—Jane Powell, Koye Ballard, Tommy Noonan, Cliff Robertson.

GUILTY—John Justin, Barbara Laage.

I MARRIED A WOMAN—George Gobel, Diana Dors, Jessie Royce Landis.

JET PILOT—John Wayne, Janet Leigh, J. C. Flippen—119m.—(Technicolor)—(CinemaScope).

PUBLIC PIGEON NO. 1—Red Skelton, Vivian Blaine, Janet Blair—(Color)—79m. (708)

RUN OF THE ARROW—Rod Steiger, Sarita Montiel—(Eastman Color).

SILKEN AFFAIR, THE—David Niven, Genevieve Page, Beatrice Straight—(English-made)—96m.

THAT NIGHT—John Beal, Augusta Dabney, Shepperd Strudwick.

UNHOLY WIFE, THE—Diana Dors, Rod Steiger, Tom Tryon—(Color).

X—THE UNKNOWN—Dean Jagger, Edward Chopman.

YOUNG STRANGER, THE—James MacArthur, Kim Hunter, James Doly—84m.

Republic

(1954-55 releases from 5400;
1955-56 releases from 5500)

ABOVE US THE WAVES—MD—John Mills, John Gregson, Donald Sinden—Exciting English meller—92m.—see Jan. 9 issue—(English-made). (5601)

CIRCUS GIRL—MD—Kristina Soderbaum—Lower half filler—88m.—see Sept. 5 issue Page 4216—(Color)—(Made in Germany, Ceylon, and India). (5506)

COME NEXT SPRING—D—Ann Sheridan, Steve Cochran, Walter Brennan—Names will help farm story, particularly in rural situations—92m.—see Feb. 8 issue Page 4098—(Trucolor). (5505)

DAKOTA INCIDENT—OD—Linda Darnell, Dale Robertson, John Lund—Good programmer—88m.—see Aug. 8 issue Page 4197—(Trucolor). (5510)

DANIEL BOONE, TRAIL BLAZER—W—Bruce Bennett, Lon Chaney, Foron Young—Mediocre western for lower half—76m.—see Oct. 31 issue Page 4243—(Trucolor). (5513)

DOCTOR AT SEA—CD—Dirk Bogarde, Brigitte Bardot—Fair English import—92m.—see Feb. 22 issue Page 4111—Leg.: B—(Color by Technicolor)—(Made in England)—(Rank). (5504)

GREEN BUDDHA, THE—MD—Wayne Morris, Mary Germaine, Marcia Ashton—For the lower half—61m.—see Dec. 14 issue Page 4071—(English-made). (5439)
HIDDEN GUNS—W—Bruce Bennett, Richard Arlen, John Carradine—Fair western—66m.—see March 21 issue Page 4122. (5534)
JAGUAR—MD—Sabu, Chiquita, Barton MacLaine—Average dualler—66m.—see April 18 issue Page 4135. (5531)
LISBON—MD—Ray Milland, Maureen O'Hara, Claude Rains—Entertaining meller—90m.—see Aug. 8 issue Page 4198—Leg.: B—(Trucolor)—(Naturama)—(Filmed in Portugal). (5512)
MAGIC FIRE—DMU—Yvonne De Carlo, Rita Gam, Valentina Cortese, Alan Badel—For class and art spots—94m.—see May 2 issue Page 4150—(Trucolor). (5503)
MAVERICK QUEEN, THE—OMD—Barbara Stanwyck, Barry Sullivan, Scott Brady—New process helps okay western—92m.—see May 2 issue Page 4151—(Trucolor)—(Naturama). (5509)
SCANDAL, INC.—MD—Robert Hutton, Patricia Wright, Paul Richards—Topical program meller can be exploited—79m.—see Nov. 28 issue Page 4258. (5514)
STRANGE ADVENTURE, A—MD—Joan Evans, Ben Cooper, Marla English—For the lower half—70m.—see Oct. 31 issue Page 4243—Leg.: B. (5537)
STRANGER AT MY DOOR—OD—Macdonald Carey, Patricia Medina, Skip Homeier—Interesting outdoor drama has action and upbeat appeal—87m.—see April 18 issue Page 4135. (5507)
TERROR AT MIDNIGHT—MD—Scott Brady, Joan Vohs, Frank Faylen—Routine programmer—70m.—see May 16 issue Page 4158. (5536)
THUNDER OVER ARIZONA—W—Skip Homeler, Kristine Miller—Okay supporting feature—75m.—see Sept. 5 issue Page 4216—(Trucolor)—(Naturama). (5511)
TRACK THE MAN DOWN—MD—Kent Taylor, Petula Clark, Renee Houston—Okay dualler—75m.—see June 13 issue Page 4174—(English-made). (5533)
WHEN GANGLAND STRIKES—MD—Raymond Greenleaf, Marije Millar, John Hudson—For the lower half—70m.—see March 7 issue Page 4118. (5535)
WOMAN'S DEVOTION, A—D—Ralph Meeker, Janice Rule, Paul Henreid—For the program—88m.—see Dec. 12 issue Page 4262—(Trucolor)—(Filmed in Mexico). (5602)
ZANZABUKU—DOC—Interesting documentary on African wildlife—64m.—see May 16 issue Page 4159—(Trucolor)—(Filmed in Africa). (5508)

TO BE REVIEWED OR IN PRODUCTION

ACCUSED OF MURDER—David Brian, Vera Ralston, Sydney Blackmer—(Trucolor)—(Naturama)—74m. (5603)
AFFAIR IN RENO—John Lund, Doris Singleton, John Archer—(Naturama).
CONGRESS DANCES, THE—Rudolf Prack, Johanna Matz—(Trucolor)—(CinemaScope).
DUEL AT APACHE WELLS—Anna Maria Alberghetti, Ben Cooper—(Naturama).
HELL'S CROSSROADS—Stephen McNally, Peggie Castle—(Naturama).
IN OLD VIENNA—Heinz Roettinger, Robert Killick—(Trucolor)—(German-made).
MAN IS ARMED, THE—Dane Clark, May Wynn, William Talman—70m. (5538)
SPOILERS OF THE FOREST—Rod Cameron, Vera Ralston—(Naturama)—(Trucolor).
TEARS FOR SIMON—David Farrar, David Knight, Julia Arnall—(Trucolor).

Trans-Lux

DANCE LITTLE LADY—DMU—Terence Morgan, Mal Zetterling—Imported ballet drama is slow going, even for art spots—87m.—see Feb. 8 issue Page 4100—(Eastman Color)—(English-made)—(Minter).
LA STRADA—D—Anthony Quinn, Richard Basehart, Guilelta Masina—One of the better Italian imports—115m.—see Aug. 22 issue Page 4206—Leg.: B—(Italian-made)—(English titles).
LOVERS AND LOLLIPOPS—ROMD—Lori March, Gerald O'Laughlin, Cathy Dunn—For the art and specialty spots or for the program—80m.—see May 2 issue Page 4155.

TO BE REVIEWED OR IN PRODUCTION

BED OF GRASS—Anna Brazzou—(Made in Greece).
DANGER FLIGHT 931—Dany Robin, Dieter Barsche, Simone Renant—(Darvey).

20th Century-Fox

(1955 releases from 501;
1956 releases from 601)

ABDULLAH'S HAREM—D—Gregory Ratoff, Kay Kendall, Sydney Chaplin—Off-beat entry for program—88m.—Leg.: B—(Technicolor)—(Made in Egypt)—see June 27 issue Page 4182. (613)
ANASTASIA—D—Ingrid Bergman, Yul Brynner, Helen Hayes—Brilliantly enacted, beautifully mounted filmization of stage play—105m.—see Dec. 26 issue Page 4267—(Color by DeLuxe)—(CinemaScope)—(Made in Europe). (627)
BAREFOOT BATTALION—D—Maria Costi, Nicos Femas—Realistic offering may appeal to art or Greek spots—63m.—see July 25 issue Page 4190—(Greek-made)—(English titles). (617)
BEST THINGS IN LIFE ARE FREE, THE—MU—Gordon MacRae, Dan Dailey, Sheree North—Highly entertaining musical—104m.—see Oct. 3 issue Page 4234—(CinemaScope)—(Color by DeLuxe). (625)
BETWEEN HEAVEN AND HELL—MD—Robert Wagner, Terry Moore, Broderick Crawford—Interesting war entry—94m.—see Oct. 17 issue Page 4238—(CinemaScope)—(Color by DeLuxe).

BIGGER THAN LIFE—D—James Mason, Barbara Rush, Walter Matthau—Exploitable drama—95m.—see Aug. 8 issue Page 4198—(Color by DeLuxe)—(CinemaScope). (620)
BLACK WHIP, THE—W—Rugh Marlowe, Coleen Gray, Paul Richards—Adult, off-beat western—77m.—see Dec. 26 issue Page 4267—Leg.: B—(Regalscope). (628)
BOTTOM OF THE BOTTLE, THE—MD—Van Johnson, Joseph Cotton, Ruth Roman—Names will have to carry sermon against drink—88m.—see Feb. 8 issue Page 4098—(Color by DeLuxe)—(CinemaScope). (602)
BUFFALO BILL—ACD—Joel McCrea, Maureen O'Hara, Linda Darnell—High rating reissue—92m.—see July 25 issue Page 4190. (662)
BUS STOP—C—Marilyn Monroe, Don Murray, Arthur O'Connell—Highly entertaining comedy is loaded with laughs, name value, and headed for top grosses—95m.—see Aug. 22 issue Page 4206—Leg.: B—(Color by DeLuxe)—(CinemaScope). (618)
CAROUSEL—MU—Gordon MacRae, Shirley Jones, Cameron Mitchell—High rating entertainment—128m.—see March 7 issue Page 4118—(Color by DeLuxe)—(CinemaScope 55). (604)
CRASH DIVE—MD—Tyrone Power, Anne Baxter, Dana Andrews—Sock service show reissue—105m.—see Aug. 8 issue Page 4198. (665)
D-DAY THE SIXTH OF JUNE—D—Robert Taylor, Richard Todd, Dana Wynter—Excellent love story with war background—106m.—see June 13 issue Page 4175—Leg.: B—(Color by DeLuxe)—(CinemaScope). (612)
DESPERADOS ARE IN TOWN, THE—W—Robert Arthur, Kathy Nolan, Rhys Williams—Okay western—73m.—see Nov. 28 issue Page 4258—(Regalscope). (626)
GIRL CAN'T HELP IT, THE—MUC—Tom Ewell, Jayne Mansfield, Edmond O'Brien—Highly entertaining entry—99m.—see Jan. 9 issue—(CinemaScope)—(DeLuxe Color)—Leg.: B. (629)
HALLS OF MONTEZUMA—AD—Richard Widmark, Jack Palance, Reginald Gardner—Better war film reissue—112m.—see Aug. 8 issue Page 4198. (664)
HILDA CRANE—D—Jean Simmons, Guy Madison, Jean Pierre Aumont, Judith Evelyn—Depends upon women's draw—87m.—see May 16 issue Page 4159—Leg.: B—(Technicolor)—(CinemaScope). (611)
KING AND I, THE—DMU—Deborah Kerr, Yul Brynner, Rita Moreno—Superlative screen treatment of hit musical—133m.—see July 11 issue Page 4186—(Color by DeLuxe)—(CinemaScope-55). (615)
LAST WAGON, THE—Richard Widmark, Felicia Farr, Susan Kohner—High rating adventure drama—99m.—see Sept. 5 issue Page 4216—(Color by DeLuxe)—(CinemaScope). (619)
LOVE ME TENDER—OMDMU—Richard Egan, Debra Paget, Elvis Presley—Presley name should make this a box-office winner—89m.—see Nov. 28 issue Page 4258—(CinemaScope)—Leg.: B. (624)
MAN IN THE GRAY FLANNEL SUIT, THE—D—Gregory Peck, Jennifer Jones, Fredric March, Marisa Pavan—High rating entry—152m.—see April 4 issue Page 4130—(Color by DeLuxe)—(CinemaScope). (606)
MAN WHO NEVER WAS, THE—MD—Clifton Webb, Gloria Grahame, Robert Flemmyng—Highly interesting suspense drama—103m.—see Feb. 22 issue Page 4111—(Color by DeLuxe)—(CinemaScope).
MASSACRE—MD—Dane Clark, James Cragg, Marta Roth—Lower half filler—76m.—see June 13 issue Page 4175—(Anso Color)—(Made in Mexico). (614)
MOHAWK—MD—Scott Brady, Rita Gam, Neville Brand—Okay programmer—79m.—see April 4 issue Page 4131—(Eastman Color). (609)
OKLAHOMA!—MU—Gordon MacRae, Shirley Jones, Gene Nelson—High rating entertainment—140m.—see Nov. 14 issue Page 4251—(Technicolor)—(CinemaScope)—(Magna). (630)
ON THE THRESHOLD OF SPACE—ACD—Guy Madison, Virginia Leith, John Hodiak—Authentic space research entry has angles to sell—96m.—see March 7 issue Page 4118—(Color by DeLuxe)—(CinemaScope). (605)
PROUD ONES, THE—OD—Robert Ryan, Virginia Mayo, Jeffrey Hunter—Well-made outdoor show packs plenty for action fans and western devotees—94m.—see May 30 issue Page 4167—(Color by DeLuxe)—(CinemaScope). (610)
QUEEN OF BABYLON, THE—COSMD—Rhonda Fleming, Ricardo Montalban, Roldano Lupi—Import for exploitation and specialty spots—98m.—see Aug. 8 issue Page 4198—Leg.: B—(Technicolor)—(Italian-made)—(English dialogue). (616)
RAWHIDE—W—Tyrone Power, Susan Hayward, Hugh Marlowe—Reissue of well-made outdoor show has names to help—86m.—see July 25 issue Page 4191. (663)
REBECCA—D—Laurence Olivier, Joan Fontaine, George Sanders, Judith Anderson—Hitchcock verslan of mystery best-seller should do okay as reissue—129m.—see Sept. 5 issue Page 4216—(Selznick).
REVOLT OF MAMIE STOVER, THE—ROMD—Jane Russell, Richard Egan, Agnes Moorehead—Colorful drama has provocative theme and exploitable angles—92m.—see May 16 issue Page 4159—Leg.: B—(Color by DeLuxe)—(CinemaScope). (608)
STAGECOACH TO FURY—W—Forrest Tucker, Marl Blanchard, Wallace Ford—Good western for the duallers—76m.—see Oct. 17 issue Page 4238—(Regalscope).
TEENAGE REBEL—D—Ginger Rogers, Michael Rennie, Mildred Natwick—Interesting mother-daughter story should have family appeal—94m.—see Nov. 14 issue Page 4251—(CinemaScope)—Leg.: B. (622)
THIRD MAN, THE—MYMD—Joseph Cotten, Valli, Orson Welles—Reissue is excellent film of its type—104m.—see Oct. 31 issue Page 4243. (667)
23 PACES TO BAKER STREET—MYD—Van Johnson, Vera Miles, Cecil Parker—Good suspense entry should benefit from extra selling—103m.—see May 30 issue Page 4167—(Color by DeLuxe)—(CinemaScope)—(Made in England). (607)
WOMEN OF PITCAIRN ISLAND, THE—AD—James Craig, Lynn Bari, Arleen Whelan—Exploitable programmer—72m.—see Dec. 26 issue Page 4267—(Regalscope). (631)

TO BE REVIEWED OR IN PRODUCTION

BOY ON A DOLPHIN—Clifton Webb, Alan Ladd, Sophia Loren—(Color)—(CinemaScope 55)—(Made in Italy).
HEAVEN KNOWS MR. ALLISON—Deborah Kerr, Robert Mitchum—(Color by DeLuxe)—(CinemaScope)—(Made in British West Indies).
ISLAND IN THE SUN—James Mason, Joan Fontaine, Dorothy Dandridge—(CinemaScope)—(DeLuxe Color)—(Made in England).
MAN FROM ABILENE—Scott Brady, Mala Powers, Bill Williams.
OASIS—Michele Morgan, Cornell Borchers—(CinemaScope)—(Made in Europe)—84m.
OH, MEN! OH, WOMEN!—Dan Dailey, Ginger Rogers, David Niven—(CinemaScope)—(DeLuxe Color).
QUIET GUN, THE—Forrest Tucker, Mara Corday—77m.
RIVER'S EDGE, THE—Ray Milland, Anthony Quinn, Debra Paget—(CinemaScope)—(DeLuxe Color).
SEAWIFE—Richard Burton, Joan Collins—(Color)—(CinemaScope)—(Made in Jamaica).
SHE DEVIL, THE—Mari Blanchard, Jack Kelly, Albert Dekker.
THREE BRAVE MEN—Ray Milland, Ernest Borgnine, Diane Jergens—(CinemaScope)—88m.
TRUE STORY OF JESSE JAMES, THE—Robert Wagner, Jeffrey Hunter, Hope Lange—(Color)—(CinemaScope).

United Artists

ALEXANDER THE GREAT—BID—Richard Burton, Fredric March, Claire Bloom—Lavish spectacle has angles—141m.—see April 4 issue Page 4131—(Technicolor)—(CinemaScope)—(Rossen).
AMBASSADOR'S DAUGHTER, THE—C—Olivia de Havilland, John Forsythe, Myrna Loy, Adolph Menjou—Suave farce for the class spots—102m.—see July 25 issue Page 4191—(Technicolor)—(CinemaScope)—(Made in France)—(Krasna).
AROUND THE WORLD IN 80 DAYS—CMFD—David Niven, Cantinflas, Robert Newton, Shirley MaClaine—Fabulous entertainment—173m.—see Oct. 31 issue Page 4243—(Eastman Color; print by Technicolor)—(Todd-A-O).
ATTACK—D—Jack Palance, Eddie Albert, William Smithers—Powerful war film should stimulate favorable word of mouth and turnstile activity—107m.—see Sept. 5 issue Page 4217—(Aldrich).
BANDIDO—MD—Robert Mitchum, Ursula Thiess, Gilbert Roland, Zachary Scott—Large scale action film of Mexican revolution—92m.—see Aug. 22 issue Page 4206—Leg.: B—(Color by DeLuxe)—(CinemaScope)—(Made in Mexico)—(Jacks).
BEAST OF HOLLOW MOUNTAIN, THE—MD—Guy Madison, Patricia Medina, Eduardo Noriega—Outdoor offering lends itself to exploitation—79m.—see Aug. 22 issue Page 4206—(Color by DeLuxe)—(CinemaScope)—(Made in Mexico)—(Nassour).
BLACK SLEEP, THE—MD—Basil Rathbone, Akim Tamiroff, Lon Chaney—Horror entry has exploitation possibilities—81m.—see June 13 issue Page 4175—(Bel-Air).
BOSS, THE—MD—John Payne, William Bishop, Gloria McGhee—Interesting program entry—89m.—see Sept. 5 issue Page 4217—(Seltzer).
BRASS LEGEND, THE—W—Hugh O'Brien, Nancy Gates, Raymond Burr—For the lower half—79m.—see Dec. 12 issue Page 4262—(Goldstein).
BROKEN STAR, THE—W—Howard Duff, Lita Baron, Bill Williams—Okay western for program—82m.—see Feb. 22 issue Page 4112—(Bel-Air).
COMANCHE—OD—Dana Andrews, Kent Smith, Linda Cristal—Indian-cavalry saga will please action fans—88m.—see March 21 issue Page 4122—(Color by DeLuxe)—(CinemaScope)—(Krueger).
CREEPING UNKNOWN, THE—SFD—Brian Donlevy, Margia Dean, Jack Warner—Lower half entry—78m.—see June 27 issue Page 4182—(English-made)—(Hinds).
CRIME AGAINST JOE—MYMD—John Bromfield, Julie London—Satisfactory mystery for the lower half—69m.—see March 21 issue Page 4123—(Bel-Air).
DANCE WITH ME HENRY—C—Lou Costello, Bud Abbott, Gigi Perreau—Mediocre Abbott and Costello entry for the duallers—79m.—see Dec. 26 issue Page 4270—(Goldstein).
EMERGENCY HOSPITAL—D—Margaret Lindsay, Walter Reed, Byron Palmer—Effective programmer—62m.—see April 18 issue Page 4135—(Bel-Air).
FLIGHT TO HONG KONG—MD—Rory Calhoun, Barbara Rush, Dolores Donlon—For the lower half—88m.—see Oct. 3 issue Page 4234—Leg.: B—(Sabre).
FOREIGN INTRIGUE—ACD—Robert Mitchum, Genevieve Page—Well made action entry has good boxoffice potential—100m.—see May 16 issue Page 4159—(Eastman Color)—(Made in Europe)—(DRM).
FOUR BOYS AND A GUN—MD—Frank Sutton, Tarry Green, James Franciscus—Lower half filler—73m.—see Jan. 9 issue—(Security).
GUN BROTHERS—MD—Buster Crabbe, Ann Robinsan, Neville Brand—Western meller for the lower half—79m.—see Sept. 5 issue Page 4217—(Grant).
GUN THE MAN DOWN—W—James Arness, Angie Dickinson, Robert Wilke—For the lower half—78m.—see Nov. 28 issue Page 4258—(Morrison-McLaglen).
HIGH NOON—W—Gary Cooper, Thomas Mitchell, Grace Kelly—Names will help reissue—87m.—see June 13 issue Page 4175—(Kramer).
HOT CARS—MD—John Bromfield, Joi Lansing, Mark Dana—Lower half filler—60m.—see Aug. 22 issue Page 4206—Leg.: B—(Bel-Air).
HUK!—MD—George Montgomery, Mona Freeman, John Baer—Okay action film—84m.—see Aug. 8 issue Page 4199—(Eastman Color)—(Made in the Philippines)—(Collier Young).
JOHNNY CONCHO—OD—Frank Sinatra, Keenan Wynn, Phyllis Kirk—Off-beat western should benefit from Sinatra name—84m.—see July 11 issue Page 4186—(Kent).
KILLER IS LOOSE, THE—MD—Joseph Cotten, Rhonda Fleming, Wendell Corey—Good programmer has names to help—73m.—see Feb. 8 issue Page 4099—(Crown).

KILLING, THE—MD—Sterling Hayden, Coleen Gray, Marie Winsor—Tightly constructed crime story has interesting documentary flavor—83m.—see May 30 issue Page 4168—Leg.: B—(Harris-Kubrick).

KING AND FOUR QUEENS, THE—OD—Clark Gable, Eleanor Parker, Jo Von Fleet—Western has names to draw but suffers from lack of action—86m.—see Dec. 26 issue Page 4270—(CinemaScope)—(Color by DeLuxe)—Leg.: B—(Russ-Field-Gobco).

KISS BEFORE DYING, A—MD—Robert Wagner, Jeffrey Hunter, Virginia Leith—Melodrama has shock value for adult audiences—94m.—see June 13 issue Page 4175—Leg.: B—(Color by DeLuxe)—(CinemaScope)—(Crown).

LET'S MAKE UP—MU—Errol Flynn, Anna Neagle, David Farrar—Confused musical romance may benefit from Flynn name—72m.—see Jan. 25 issue Page 4091—(Eastman Color)—(English-made)—(Wilcox).

MAN FROM DEL RIO—W—Anthony Quinn, Katy Jurado, Peter Whitney—Well conceived western should please wide variety of patrons—82m.—see Oct. 17 issue—Page 4239—(Jacks).

MANFISH—MD—John Bromfield, Lon Chaney, Jr., Victor Jory—Fair lower half entry—76m.—see Feb. 22 issue Page 4112—(Leg.: B—(Color by DeLuxe)—(Wilder)).

NIGHTMARE—MYMD—Edward G. Robinson, Kevin McCarthy, Connie Russell—Satisfactory program entry—89m.—see May 30 issue Page 4168—Leg.: B—(Pine-Thomas).

PATTERNS—D—Van Heflin, Everett Sloane, Ed Begley, Beatrice Straight—Absorbing drama of corporate intrigue will appeal most to class audiences—83m.—see March 21 issue Page 4123—(Harris-Meyerberg).

PEACEMAKER, THE—W—James Mitchell, Rosemarie Bowe, Jon Merlin—Religious western for duellers, small towns—81m.—see Nov. 14 issue Page 4251—(Makelint).

QUINCANNON, FRONTIER SCOUT—OMD—Tony Martin, Peggie Castle, John Bromfield—Average programmer has some angles—83m.—see May 2 issue Page 4151—(Color by DeLuxe)—(Bel-Air).

REBEL IN TOWN—OD—John Payne, Ruth Roman, J. Carroll Naish—Okay off-beat entry for the program—78m.—see July 11 issue Page 4186—(Bel-Air).

RUN FOR THE SUN—MD—Richard Widmark, Trevor Howard, Jane Greer—Program meller—98m.—see Aug. 8 issue Page 4199—(Technicolor)—(Superscope 235)—(Made in Mexico)—(Russ-Field).

RUNNING TARGET—OD—Doris Dowling, Arthur Franz, Richard Reeves—For the lower half—83m.—see Nov. 28 issue Page 4259—(DeLuxe Color)—(Canyon).

SHADOW OF FEAR—D—Mona Freeman, Jean Kent, Maxwell Reed—Okay programmer—76m.—see June 13 issue Page 4176—(English-made)—(Leeds).

SHARKFIGHTERS, THE—D—Victor Mature, Karen Steele, Philip Coolidge—Okay programmer holds interest—73m.—see Oct. 31 issue Page 4244—(CinemaScope)—(Technicolor)—(Samuel Goldwyn, Jr.).

SINS OF THE BORGIA—HISD—Martine Carol, Pedro Armendariz—Best suited for exploitation spots—97m.—see May 16 issue Page 4160—Leg.: C—(Technicolor)—(Frenchmade)—(Dubbed in English)—(Aldart).

STAR OF INDIA—COSMD—Cornel Wilde, Jean Wallace—Fair programmer has some angles—84m.—see May 16 issue Page 4159—(Technicolor)—(Made in Europe)—(Stross).

THREE BAD SISTERS—D—Marla English, Kathleen Hughes, Sara Stone, John Bromfield—For the lower half—76m.—see Jan. 25 issue Page 4091—Leg.: B—(Bel-Air).

THE TABLE—MD—Mark Stevens, Felicia Farr, King Calder—Well made, interesting meller—82m.—see Feb. 8 issue Page 4099—(Stevens).

TOMAHAWK TRAIL—OD—Chuck Connors, John Smith, Susan Cummings—Lower half filler—60m.—see Dec. 26 issue Page 4270—(Bel-Air).

TRAPEZE—D—Burt Lancaster, Gina Lollobrigida, Tony Curtis—High rating entry—105m.—see May 30 issue Page 4168—Leg.: B—(Color by DeLuxe)—(CinemaScope)—(Made in Europe)—(Hecht-Lancaster).

UNIDENTIFIED FLYING OBJECTS—DOC—Interesting and exploitable documentary—92m.—see May 16 issue Page 4160—(Black and white with some color sequences)—(Greene).

WILD PARTY, THE—D—Anthony Quinn, Carol Ohmart, Arthur Franz—Off-beat entry for art, specialty and exploitation houses—81m.—see Dec. 12 issue Page 4263—Leg.: B—(Security).

TO BE REVIEWED OR IN PRODUCTION

BACHELOR PARTY, THE—Don Murray, E. G. Marshall, Carolyn Jones—(Hecht-Lancaster).

BIG BOODLE, THE—Errol Flynn, Rosanna Rory—(Made in Cuba)—(Blumberg).

BIG CAPER, THE—Rory Calhoun, Mary Costa—(Pine-Thomas).

BUCKSKIN LADY, THE—Patricia Medina, Richard Denning, Gerald Mohr—(Bishop-Hittleman).

CRIME OF PASSION—Barbara Stanwyck, Sterling Hayden—(Goldstein)—Leg.: B.

DRANGO—Jeff Chandler, Joanne Dru—(Earlmar).

ENEMY FROM SPACE—Brian Donlevy, Sidney James, John Longden—(Hinds).

FIVE STEPS TO DANGER—Ruth Roman, Sterling Hayden—(Grand).

FUZZY PINK NIGHTGOWN, THE—Jane Russell, Keenan Wynn, Ray Danton—(Russ-Field).

GIRL IN THE BLACK STOCKINGS, THE—Lex Barker, Anne Bancroft, Mamie Van Doren—(Bel-Air).

HALLIDAY BRAND, THE—Joseph Cotton, Viveca Linfors, Betsy Bloir—(Collier Young).

HIDDEN FEAR—John Payne, Conrad Nagel, Natalie Norwick—(Made in Denmark)—(St. Aubrey-Kohn).

HIS FATHER'S GUN—Done Clark, Ben Cooper, Lori Nelson—(Bel-Air).

IRON SHERIFF, THE—Sterling Hayden, Darryl Hickman, Peter Miller—(Grand).

JUNGLE HEAT—Lex Barker, Mari Blanchard—(Made in Howoii)—(Bel-Air).

LADY OF VENGEANCE—Dennis O'Keefe—(Boloban)—(English-made).

MARK OF THE VAMPIRE—John Beal, Coleen Gray, Lydio Reed—(Gramercy).

MEN IN WAR—Robert Ryan, Aldo Roy—(Security).

MONSTER THAT CHALLENGED THE WORLD, THE—Tim Holt, Audrey Dalton, Hons Conreid—(Levy-Gordner-Laven).

MONTE CARLO STORY, THE—Marlene Dietrich, Vittorio De Sica, Arthur O'Connell—(Technicolor)—(Anamorphoscope)—(Made in Monaco)—(Titanus).

PHARAOH'S CURSE—Mark Dana, Ziva Shapir, Diane Brewster—(Bel Air).

PISTOLERO—Jock Palance—(Philip Waxman).

PRIDE AND THE PASSION, THE—Cary Grant, Frank Sinatra, Sophia Loren—(Technicolor)—(VistaVision)—(Made in Spain)—(Kramer).

REVOLT AT FORT LARAMIE—John Dehner, Frances Helm, Gregg Palmer—(CinemaScope)—(Technicolor)—(Bel-Air).

RIDE BACK, THE—Anthony Quinn, Lita Milan—(Associates & Aldrich).

SAVAGE PRINCESS—Dilip Kumar, Nimmi—(Indian-made)—(Print by Technicolor)—(Mehboob).

SPRING REUNION—Dana Andrews, Betty Hutton—(Bryna).

STREET OF SINNERS—George Montgomery, Geraldine Brooks—(Security).

SWEET SMELL OF SUCCESS, THE—Burt Lancaster, Tony Curtis, Susan Harrison—(Hecht-Hill-Lancaster).

TIGER BY THE TAIL—Larry Parks, Constance Smith—(Canyon).

TO A SHOWDOWN—John Derek, John Smith, Carolyn Craig—(Goldstein).

TROOPER HOOK—Joel McCrea, Barbara Stanwyck—(Fielding).

12 ANGRY MEN—Henry Fonda, Lee J. Cobb—(Orion-Nova).

VOODOO ISLAND—Boris Karloff, Beverly Tyler, Murvyn Vye—(Bel-Air)—(Made in Hawaii).

WAR DRUMS—Lex Barker, Joan Tyler, Ben Johnson—(Color)—(Bel Air).

Universal-International

(1954-55 releases from 501;
1955-56 releases from 5601;
1956-57 releases from 5701)

AWAY ALL BOATS—MD—Jeff Chandler, George Nader, Julie Adams, Lex Barker—Bestseller filmization should hit the spot—114m.—see May 16 issue Page 4160—(Technicolor)—(VistaVision)—(5626)

BACKLASH—OD—Richard Widmark, Donna Reed, William Campbell—Names will help outdoor drama—82m.—see March 7 issue Page 4119—(Technicolor)—(5616)

BATTLE HYMN—BIOD—Rock Hudson, Don Duryea, Mortho Hyer—Well made entry should have wide appeal—108m.—see Dec. 26 issue Page 4270—(CinemaScope)—(Technicolor)—(5712)

BEHIND THE HIGH WALL—MD—Tom Tully, Sylvia Sydney, Betty Lynn—Different prison yarn for program—85m.—see June 13 issue Page 4176.—(5629)

CONGO CROSSING—MD—Virginia Mayo, George Nader, Peter Lorre—Actionful programmer—85m.—see June 13 issue Page 4176—(Technicolor)—(5623)

CREATURE WALKS AMONG US, THE—MD—Jeff Morrow, Rex Reason, Leigh Snowden—Okay addition to the series—78m.—see March 21 issue Page 4123.—(5617)

CURUCU, BEAST OF THE AMAZON—MD—John Bromfield, Beverly Gorland, Tom Payne—Exploitation programmer—76m.—see Nov. 14 issue Page 4251—(Eastman color)—(Filmed in Brazil)—Leg.: B.—(5703)

DAY OF FURY, A—W—Dale Robertson, Mara Corday, Jock Mahoney—Fair western—78m.—see May 2 issue Page 4151—(Print by Technicolor)—(5619)

EDGE OF HELL—D—Hugo Haas, Francesca De Soffa—For the lower half or the art and specialty spots—78m.—see July 25 issue Page 4191.—(5633)

EVERYTHING BUT THE TRUTH—C—Maureen O'Hara, John Forsythe, Tim Hovey—Pleasant family divertimento—83m.—see Nov. 14 issue Page 4251—(Eastman Color)—(5704)

FOUR GIRLS IN TOWN—CD—George Nader, Julie Adams, Marianne Cook—Interesting programmer—85m.—see Dec. 12 issue Page 4263—(Technicolor)—(CinemaScope)—Leg.: B.—(5706)

FRANCIS IN THE HAUNTED HOUSE—C—Mickey Rooney, Virginia Welles, Paul Cavanagh—Okay series entry—80m.—see July 25 issue Page 4191.—(5625)

GREAT MAN, THE—D—Jose Ferrer, Deon Jogger, Julie London—Highly interesting drama—92m.—see Nov. 28 issue Page 4259.—(5708)

GUN FOR A COWARD—OD—Fred MacMurray, Jeffrey Hunter, Janice Rule—Satisfactory western should please outdoor fans—88m.—see Dec. 26 issue Page 4271—(CinemaScope)—(Eastman Color)—(5711)

I'VE LIVED BEFORE—D—Jock Mahoney, Leigh Snowden, Ann Harding—For the lower half—82m.—see July 25 issue Page 4191.—(5632)

KANSAS RAIDERS—W—Audie Murphy, Brian Donlevy, Marguerite Chapman—Revue of outdoor action show should do okay—80m.—see May 16 issue Page 4160—(Technicolor)—(5688)

KETTLES IN THE OZARKS, THE—C—Marjorie Main, Arthur Hunicutt, Una Merkel—Latest series offering will please fans—81m.—see March 7 issue Page 4119.—(5615)

KILLERS, THE—MD—Burt Lancaster, Ava Gardner, Edmond O'Brien—Reissue has the angles—101m.—see Sept. 19 issue Page 4227.—(5781)

LARCENY—MD—John Payne, Joan Caulfield, Dan Duryea, Shelley Winters—Good meller reissue—89m.—see July 25 issue Page 4192.—(5685)

LIGHT TOUCH, THE—See Touch and Go

MISTER CORY—D—Tony Curtis, Martha Hyer, Charles Bickford—Well-made, attractive drama—92m.—see Jan. 23 issue—(CinemaScope)—(Eastman Color)—(5713)

MOLE PEOPLE, THE—SFMD—John Agar, Cynthia Patrick, Hugh Beaumont—Exploitation programmer—78m.—see Nov. 14 issue Page 4252.—(5702)

NEVER SAY GOODBYE—ROMD—Rock Hudson, Cornell Borchers, George Sanders—Will find favor with the femmes—86m.—see Feb. 22 issue Page 4112—(Print by Technicolor)—(5613)

OUTSIDE THE LAW—MD—Ray Danton, Leigh Snowden, Grant Williams—Okay programmer—80m.—see April 18 issue Page 4136.—(5621)

PILLARS OF THE SKY—MD—Jeff Chandler, Dorothy Malone, Ward Bond—Cavalry versus Indians has angles and possibilities—95m.—see Aug. 8 issue Page 4199—(Print by Technicolor)—(CinemaScope)—(5630)

PRICE OF FEAR, THE—MD—Merle Oberon, Lex Barker—Average meller—79m.—see March 21 issue Page 4123.—(5618)

RAW EDGE—W—Rory Calhoun, Yvonne de Carlo, Mara Corday, Rex Reason—Okay western—76m.—see July 25 issue Page 4192—Leg.: B—(Print by Technicolor)—(5628)

RAWHIDE YEARS, THE—OMD—Tony Curtis, Coleen Miller, Arthur Kennedy—Action entry entertains—85m.—see May 30 issue Page 4169—(Print by Technicolor)—(5622)

RED SUNDOWN—W—Rory Calhoun, Martha Hyer, Dean Jagger—Good western—81m.—see Feb. 22 issue—Page 4112—(Print by Technicolor)—(5614)

ROCK, PRETTY BABY—DMU—Sol Mineo, John Saron, Luana Patten—Juvies should be real "gone" on this one—89m.—see Nov. 28 issue Page 4259—Leg.: B.—(5707)

SHAKEDOWN—MD—Howard Duff, Brian Donlevy, Peggy Dow—Meller reissue has names to help—80m.—see July 25 issue Page 4192.—(5686)

SHOWDOWN AT ABILENE—W—Jock Mahoney, Mortho Hyer, Lyle Bettger—Good western—80m.—see Aug. 22 issue Page 4206—Leg.: B—(Print by Technicolor)—(5631)

SIMON AND LAURA—C—Peter Finch, Kay Kendall—For the art and specialty spots and some programs—91m.—see July 11 issue Page 4186—Leg.: B—(Color by Technicolor)—(VistaVision)—(English-made)—(5682)

SLEEPING CITY, THE—MD—Richard Conte, Colleen Gray, Richard Taber—Reissue is good meller—84m.—see Sept. 19 issue Page 4227.—(5782)

STAR IN THE DUST—W—John Agar, Mamie VanDoren, Richard Boone—Good western—80m.—see May 16 issue Page 4160—(Print by Technicolor)—(5620)

TAP ROOTS—D—Van Heflin, Susan Hayward, Boris Karloff—Names should help reissue—109m.—see May 16 issue Page 4161—(Technicolor)—(5687)

TARANTULA—MD—John Agar, Mara Corday, Leo G. Carroll—Good horror exploitation item—80m.—see Nov. 16 issue Page 4063.—(5605)

THERE'S ALWAYS TOMORROW—D—Barbara Stanwyck, Fred MacMurray, Joan Bennett—Drama has names, angles to help—84m.—see Jan. 25 issue Page 4091.—(5610)

TOUCH AND GO (The Light Touch)—CD—Jack Hawkins, Margaret Johnston—Superior import—85m.—see April 18 issue Page 4136—(English-made)—(5681)

TOY TIGER—C—Jeff Chandler, Lorraine Day, Tim Hovey—Amusing comedy for family trade—88m.—see May 2 issue Page 4151—(Print by Technicolor)—(5624)

UNGUARDED MOMENT, THE—D—Esther Williams, George Nader, Edward Andrews—Interesting suspense drama—95m.—see Sept. 5 issue Page 4217—(Print by Technicolor)—(5701)

WALK THE PROUD LAND—W—Audie Murphy, Anne Bancroft, Pat Crowley—Interesting entry—88m.—see July 25 issue Page 4192—(Print by Technicolor)—(CinemaScope)—(5627)

WORLD IN MY CORNER—D—Audie Murphy, Barbara Rush, Jeff Morrow—Satisfactory fight drama should please action fans—82m.—see Feb. 8 issue Page 4099.—(5612)

WRITTEN ON THE WIND—D—Rock Hudson, Lauren Bacall, Robert Stock—Entry for adults has lots of selling angles—99m.—see Oct. 3 issue Page 4234—(Technicolor)—(5705)

TO BE REVIEWED OR IN PRODUCTION

DEADLY MANTIS, THE—Craig Stevens, Alix Talton.

EYES OF FATHER TOMASINO—Tony Curtis, Gilbert Roland—Marisa Pavan—(CinemaScope).

INCREDIBLE SHRINKING MAN—Grant Williams, Randy Stuart.—(5715)

INTERLUDE—June Allyson, Rossano Brazzi—(CinemaScope)—(Technicolor)—(Made in Germany).

ISTANBUL—Errol Flynn, Cornell Borchers—(Technicolor)—(CinemaScope)—(5709)

JOE BUTTERFLY—Audie Murphy, George Nader, Burgess Meredith, Keenan Wynn—(Technicolor)—(CinemaScope)—(Made in Japan).

JOE DAKOTA—Jock Mahoney, Luana Patten—(Color).

KELLY AND ME—Van Johnson, Piper Laurie—(Technicolor)—(CinemaScope)—(5714)

LAND UNKNOWN, THE—Jock Mahoney, Shawn Smith—(CinemaScope).

MAN AFRAID—George Nader, Tim Hovey, Phyllis Thaxter—(CinemaScope).

MAN OF A THOUSAND FACES, THE—James Cagney, Dorothy Malone, Jane Greer—(CinemaScope).

NIGHT PASSAGE—James Stewart, Audie Murphy, Dan Duryea, Dionne Foster—(Technicolor).

NIGHT RUNNER, THE—Ray Danton, Colleen Miller, Merry Anders.—(5710)

PAY THE DEVIL—Jeff Chandler, Orson Welles, Colleen Miller—(CinemaScope).

PYLON—Rock Hudson, Robert Stack, Dorothy Malone—(CinemaScope).

QUANTEZ—Fred MacMurray, Dorothy Malone—(Technicolor)—(CinemaScope).

TAMMY—Debbie Reynolds, Leslie Nielsen—(Technicolor)—(CinemaScope).

TATTERED DRESS, THE—Jeff Chandler, Jeanne Crain, Jack Carson, Elaine Stewart—(CinemaScope)—(5716)

Warners

(1955-56 releases from 501;
1956-57 releases from 601)

AMAZON TRADER, THE—OD—John Sutton, Maria Fernanda—Interesting addition to the program—41m.—see Sept. 5 issue Page 4220—(WarnerColor)—(4910)

ANIMAL WORLD, THE—DOC—Irwin Allen nature documentary—Interesting novelty—82m.—see April 18 issue Page 4136—(Technicolor). (520)

AS LONG AS YOU'RE NEAR ME—D—O. W. Fischer, Maria Schell, Brigitte Horney—Slow moving import will appeal most to women—101m.—see June 27 issue —Page 4182—(German-made)—(Dubbed in English). (519)

BABY DOLL—CD—Karl Malden, Carroll Baker, Eli Wallach—Off-beat adult drama is best for sophisticated metropolitan spots—114m.—see Dec. 12 issue Page 4263—Leg.: C. (607)

BAD SEED, THE—D—Nancy Kelly, Patty McCormack, Henry Jones—Superior off-beat drama far discriminating audiences—129m.—see Sept. 5 issue Page 4199. (603)

BURNING HILLS, THE—W—Tab Hunter, Natalie Wood, Skip Homeier—Good outdoor action meller—92m.—see Sept. 5 issue Page 4200—(WarnerColor)—(CinemaScope). (601)

CRY IN THE NIGHT, A—MD—Edmond O'Brien, Brian Donlevy, Natalie Wood—Average meller for the duallers 75m.—see Sept. 5 issue Page 4220 (602)

DALLAS—W—Gary Cooper, Ruth Roman, Steve Cochran—Good western reissue—94m.—see May 30 issue Page 4169. (522)

DISTANT DRUMS—MD—Gary Cooper, Mari Aldon—Reissue should do okay—101m.—see May 30 issue—Page 4169. (523)

GIANT—D—Elizabeth Taylor, Rock Hudson, James Dean—This is a giant of a picture—198m.—see Oct. 17 issue Page 4239—(WarnerColor). (606)

GIRL HE LEFT BEHIND, THE—CD—Tab Hunter, Notolie Wood, Jessie Royce Landis—Highly amusing entry—103m.—see Nov. 14 issue Page 4252—Leg.: B. (605)

GOODBYE, MY LADY—Walter Brennan, Phil Harris, Brandon de Wilde—Hartwarming tales for the family trade—95m.—see May 2 issue Page 4152. (517)

MIRACLE IN THE RAIN—D—Jane Wyman, Van Johnson, Peggie Castle—Heart touching drama for femmes—107m.—see Feb. 8 issue Page 4099. (512)

MOBY DICK—D—Gregory Peck, Richard Basehart, Leo Genn—Filmization of famous literary work is impressive and has great potential—116m.—see July 11 issue Page 4187—(Color by Technicolor)—(Made in England). (521)

OUR MISS BROOKS—C—Eve Arden, Gale Gordon—Mediocre screen treatment of TV series—85m.—see Feb. 22 issue Page 4112. (515)

RIVER CHANGES, THE—MD—Rosanna Rory, Harald Maresch—Off-beat import for art spots or regulation playoff—91m.—see Feb. 22 issue Page 4113—(Made in Germany)—(Dubbed in English). (513)

SANTIAGO—AD—Alan Ladd, Rosanna Podesta, Lloyd Nolan—Action spots should welcome new Ladd entry—93m.—see June 27 issue Page 4182—(WarnerColor). (524)

SATELLITE IN THE SKY—SFD—Kieron Moore, Lois Maxwell, Donald Wolfitt—Science-fiction entry has angles—85m.—see June 27 issue Page 4182—(WarnerColor)—(CinemaScope). (525)

SEARCHERS, THE—OD—John Wayne, Jeffrey Hunter, Vera Miles—Okay, big-scale western—119m.—see March 21 issue Page 4124—(Technicolor)—(VistaVision). (518)

SERENADE—DMU—Mario Lanza, Joan Fontaine, Vincent Price—High class musical drama should click in all spots—122m.—see March 21 issue Page 4123—(WarnerColor). (516)

SEVEN MEN FROM NOW—W—Randolph Scott, Gail Russell, Lee Marvin—Good western for program—78m.—see July 25 issue Page 4192—(WarnerColor). (526)

STEEL JUNGLE, THE—MD—Perry Lopez, Beverly Garland, Walter Abel—Okay prison action film for duallers—86m.—see March 7 issue Page 4119. (514)

TOWARD THE UNKNOWN—AD—William Holden, Lloyd Nolan, Virginia Leith—Well made and timely offering should register strongly at boxoffice—115m.—see Oct. 3 issue Page 4234—(WarnerColor). (604)

WRONG MAN, THE—D—Henry Fonda, Vera Miles—Highly interesting drama—105m.—see Jan. 9 issue. (608)

TO BE REVIEWED OR IN PRODUCTION

BLACK SCORPION—Richard Denning, Mara Corday—(Mexican-made).

BOMBERS B-52—Karl Malden, Natalie Wood—(WarnerColor)—(CinemaScope).

BUFFALO GRASS—Alan Ladd, Virginia Mayo, Edmond O'Brien—(WarnerColor).

FACE IN THE CROWD, A—Andy Griffith, Patricia Neal.

LAFAYETTE ESCADRILLE—Tab Hunter, Etchika Choureau, J. Carroll Naish.

MELVILLE GOODWIN, U. S. A.—Susan Hayward, Kirk Douglas, Paul Stewart.

OLD MAN AND THE SEA, THE—Spencer Tracy—(WarnerColor)—(CinemaScope)—(Made in Cuba).

PAJAMA GAME, THE—Doris Day, John Raitt, Carol Haney—(WarnerColor).

SHOOT OUT AT MEDICINE BEND—Randolph Scott, James Craig, Dani Crayne.

SLEEPING PRINCE, THE—Marilyn Monroe, Laurence Olivier, Dame Sybil Thorndyke—(Technicolor)—(Made in England).

SPIRIT OF ST. LOUIS, THE—James Stewart—(WarnerColor)—(CinemaScope).

STORY OF MANKIND, THE—Ronald Colman, Hedy Lamarr, Charles Coburn.

TOP SECRET AFFAIR—Susan Hayward, Kirk Douglas, Paul Stewart.

Miscellaneous

(Distributors' addresses will be furnished on request)

BAGDAD AFTER MIDNIGHT—BUR—For exploitation, burlesque spots—60m.—see Oct. 31 issue Page 4245—(Sonney).

BRIDE OF THE MONSTER—MD—Bela Lugosi—Mediocre lower half filler—67m.—see Feb. 8 issue Page 4102—(Realart).

CODE OF THE UNDERWORLD—MD—John Heath, Neil Hamilton, Esther Minciotti—Mediocre lower half filler—68m.—see April 18 issue Page 4137—(M. C. Pictures).

CROWDED PARADISE—D—Hume Cronyn, Nancy Kelly—Well-made drama—94m.—see July 25 issue Page 4194 filmed in Puerto Rico—(Tudor).

DANCE HALL RACKET—MD—Produced by George Weiss; directed by Phil Tucker—For the lower half of indiscriminating exploitation spots—62m.—see Oct. 3 issue Page 4235—(Weiss).

DEMENTIA—MD—Adrienne Borrett, Bruno Ve Sota—Exploitation entry, suited for particular situations only—55m.—see Jan. 25 issue Page 4092—(Van Wolf-APL).

FLESH MERCHANT, THE—MD—Fast buck stuff for exploitation spots—59m.—see Sept. 19 issue Page 4227—(Sonney).

FORBIDDEN CARGO—MD—Satisfactory programmer—83m.—see June 13 issue Page 4176—(Jacon).

FRONTIER WOMAN—W—Cindy Carson, Lance Fuller, Ann Kelly—Indian thriller okay for duallers—80m.—see Jan. 9 issue—(Eastman color)—(Vistarama)—(Top).

GODZILLA, KING OF THE MONSTERS—MD—Raymond Burr—Good exploitation item—80m.—see May 16 issue Page 4161—(Partly Japanese-made)—(English narration and dialogue)—(Embassy).

HIS EXCELLENCY—D—Eric Portman, Cecil Parker—Okay drama for the art houses—84m.—see Feb. 22 issue Page 4113—(Brenner).

ISLAND OF ALLAH—DOC—Interesting documentary-type drama—61m.—see July 25 issue Page 4194—(Color)—(Filmed in Arabia)—(Brenner).

IS YOUR HONEYMOON REALLY NECESSARY—C—Diana Dors—Pleasing bedroom farce—70m.—see Oct. 31 issue Page 4244—(English-made)—(Brenner).

KENTUCKY RIFLE—W—Chill Willis, Lance Fuller, Cathy Downs—Average western has angles—82m.—see Aug. 8 issue Page 4201—(Pathe Color)—(Wide Screen)—(Howco).

KID FOR TWO FARTHINGS, A—D—Diana Dors—Good entry for art spots—91m.—see May 16 issue Page 4161—(Technicolor)—(Lopert).

LIVING NORTH, THE—DOC—Fine documentary drama for audiences of all ages—74m.—see Feb. 8 issue Page 4102—(Made in Lapland)—(Arlan).

LOVE ME MADLY—CNOV—Marilyn Waltz, Lynn Craig—“Fast buck” compilation—60m.—see Dec. 26 issue Page 4271—(Partly in color)—(McCarthy).

MOBS, INC.—MD—Reed Hadley, Marjorie Reynolds—Routine programmer—78 1/2 m.—see March 21 issue Page 4125—(Premier).

OKLAHOMA!—MU—Gordon MacRae, Shirley Jones, Charlotte Greenwood—High rating entertainment—143m.—see Oct. 19 issue Page 4051—Leg.: B—(Eastman Color)—(Todd-AO)—(Magna-Todd-AO).

RICHARD III—D—Sir Laurence Olivier, Sir John Gielgud, Claire Bloom, Sir Ralph Richardson, Sir Cedric Hardwicke—High rating entry for art and specialty spots—155m.—see March 21 issue Page 4124—(Technicolor)—(VistaVision)—(Lopert).

SILENT FEAR—D—Andrea King—Lower half entry—66m.—see Feb. 8 issue Page 4103—(Gibraltar).

SPELL OF THE HYPNOTIST—MD—Eric Fleming, Nancy Malone—Lower half programmer has exploitation angles—78m.—see Sept. 5 issue Page 4221—(Exploitation Productions).

SWAMP WOMEN—MD—Marie Windsor, Touch Connors, Beverly Garland—Strictly for the exploitation spots—72m.—see April 18 issue Page 4137—(Pathe Color)—(Wide Vision)—(Woolner).

THEY WHO DARE—MD—Dirk Bogarde, Akim Tamiroff—Interesting war entry—101m.—see Jan. 25 issue Page 4092—(Technicolor)—(Famous).

UNTAMED MISTRESS—NOV—Lower half exploitation subject—70m.—see Oct. 31 issue Page 4245—(Color)—(Ron Armond Ent.).

VIOLENT YEARS, THE—MD—Jean Moorehead, Barbara Weeks, Glen Corbett—Lower half fare for exploitation spots—61m.—see Oct. 17 issue Page 4239—(Phoenix).

WALK THE DARK STREET—MD—Chuck Connors, Don Ross, Regino Gleason—Routine lower half entry—74m.—see Oct. 31 issue Page 4245—(Dominant).

WETBACKS—MD—Lloyd Bridges, Nancy Gotes, Barton MacLane—Bottom half entry—88m.—see Oct. 31 issue Page 4246—(Color)—(Gibraltar).

WIRETAPPER—MD—Bill Williams—Programmer has better angles for some spots—80m.—see Feb. 8 issue Page 4103—(Embassy).

English Films

(Distributors' addresses will be furnished on request)

ANGEL WHO PAWNED HER HARP, THE—FAN—Felix Aylmer, Dione Cilento—Entertaining entry—73m.—see Feb. 8 issue Page 4100—(Dominant).

BLACK RIDER, THE—MD—Lower half filler—66m.—see June 13 issue Page 4176—(National Telefilm).

FIRE MAIDENS OF OUTER SPACE—SFD—Anthony Dexter, Susan Shaw, Paul Carpenter—For lower half of exploitation spots only—68m.—see June 27 issue Page 4183—(English-made)—(Saturn).

WEE GEORDIE—CD—Bill Trovors, Alastair Sim, Noroh Gorsen—Highly amusing entry—93m.—see Jan. 23 issue—(English-made)—(Times).

Foreign-Made

(Distributors' addresses will be furnished on request)

ALONE IN THE STREETS—D—Exploitable quality entry for the art spots—80m.—see Feb. 8 issue Page 4100—(Italian-made)—(English titles)—(Carroll).

ANGELS OF DARKNESS—D—Linda Darnell, Anthony Quinn, Valentino Cortesa—Exploitation item—84m.—see Jan. 23 issue—(Italian-made)—(Dubbed in English)—(Excelsior).

BORIS GODUNOV—OPD—Operatic import for art and specialty houses—108m.—see Feb. 22 issue Page 4113—(MAGICOLOR)—(Russian-made)—(English titles)—(Artkino).

BULLFIGHT—COMP—Exciting documentary for art and specialty spots—75m.—see Aug. 8 issue Page 4200—(Janus).

CONFLICT—D—Programmer for art spots where Russian films are used—95m.—see Feb. 8 issue Page 4101—(Sovvolor)—(Russian made)—(English titles)—(Artkino).

DOCTORS, THE—D—Raymond Pellegrin—Good entry for art spots—92m.—see Oct. 31 issue Page 4244—(French-made)—(English titles)—(Union; Kingsley-Int.).

ETERNAL LOVE—D—For German language houses—95m.—see Feb. 8 issue Page 4101—(Eastman Color)—(German-made)—(English titles)—(Casino).

EVIL FOREST, THE—D—For the art spots and possible special showings—76 1/2 m.—see July 25 issue Page 4193—(Spanish-made)—(Dubbed in English)—Studio Films).

FOR DO'S SAKE—D—Import for the art and German language houses—88m.—see Feb. 22 issue Page 4113 issue Page 4101—(German-made)—(English titles)—(Grand Prize).

FORESTER'S DAUGHTER, THE—CDMU—Amusing entry for German language houses—103m.—see Feb. 8 issue Page 4101—(German-made)—(English titles)—(Casino).

FRENCH CAN CAN—MU—Jeon Gabin—Interesting import—93m.—see Oct. 31 issue Page 4244—(French-made)—(English titles)—(Technicolor)—(United Motion Picture Organization).

FRUITS OF SUMMER—C—Edwige Feuillere—Amusing comedy for art spots—102m.—see July 25 issue Page 4193—Leg.: C—(French-made)—(English titles)—(Ellis).

INSIDE A GIRLS' DORMITORY—CMD—Jean Marais, Francoise Arnoul—Amusing French who-done-it—100m.—see Nov. 14 issue Page 4252—(French-made)—(English titles)—(Ellis).

LEGENDS OF ANIKA—D—Art house filler—85m.—see June 13 issue Page 4177—(Yugoslavian-made)—(English titles)—(Grand Prize).

MARCELINO—D—Pablito Calvo—Interesting, charming import—90m.—see Oct. 31 issue Page 4245—(Spanish-made; English titles)—(UMPO).

MELODY BEYOND LOVE—D—Satisfactory romantic import for German-language houses—95m.—see Feb. 8 issue Page 4101—(German-made)—(English titles)—(Grand Prize).

MY SEVEN LITTLE SINS—C—Maurice Chevalier—Cute, amusing import for art, specialty spots—98m.—see July 25 issue Page 4193—Leg.: B—(Ferranacolor)—(A French-Italian Production)—(English titles)—(Kingsley International).

NAKED NIGHT, THE—D—Good import for the art spots—82m.—see Feb. 8 issue Page 4101—Leg.: C—(Swedish-made)—(English titles)—(Times).

OBERSTEIGHER DER (THE FORKEMAN)—OPC—Walter Janssen, Josef Kipper, Hans Holt—Cute entry for foreign language and art spots—98m.—see Dec. 26 issue Page 4271—(Austrian-made)—(English titles)—(Casino).

PHANTON HORSE, THE—Well-made import—90m.—see Sept. 5 issue—Page 4220—(Eastman Color)—(Japanese-made)—(English titles)—(Edward Harrison).

PROUD AND THE BEAUTIFUL, THE—D—Michele Morgan, Gerard Philipe—Off-beat import of the realistic school is strictly for art spots—93m.—see Aug. 8 issue Page 4200—Leg.: B—(French-made)—(English titles)—(Filmed in Mexico)—(Kingsley-International).

RIFI—MD—Jean Servais—High rating import could go into some conventional spots as well as art houses—116m.—see Aug. 8 issue Page 4200—Leg.: B—(French-made)—(English titles)—(UMPO).

ROSANNA—D—Rosanna Podesta—For the art and specialty houses—72m.—see July 25 issue Page 4193—Leg.: C—(Italian-made)—(Dubbed in English)—(Jacon).

SERGEANT'S DAUGHTER, THE—D—Uneven import for German-language houses—97m.—see Feb. 8 issue Page 4102—(German-made)—(English titles)—(Casino).

STRANGE PASSION, THE—D—Arturo De Cordova—Import for the art spots—82m.—see Feb. 8 issue Page 4102—(Mexican-made)—(Spanish-language)—(English titles)—(Meadow).

SUICIDE ATTACK—DOC—Interesting Japanese war documentary—64m.—see Feb. 22 issue Page 4114—(Japanese-made)—(English narration by Paul Dubrow)—(Brenner).

TIGER'S CLAW—D—Interior import—74m.—see April 18 issue Page 4136—(Scandinavian-made)—(Dubbed in English)—(Realart).

TOO BAD SHE'S BAD—C—Sophia Loren, Vittorio de Sica—Highly amusing import—95m.—see Jan. 25 issue Page 4092—Leg.: B—(Italian-made)—(English titles)—(Getz-Kingsley).

TWO LOVES HAD I—BIDMU—Gabriele Ferzatti, Marta Toren, Nodia Gray—Good entry for art spots—98m.—see Dec. 26 issue Page 4271—(Italian-made)—(English dialogue)—(Color by Technicolor)—(Jacon).

TREASURE OF BENGAL—MD—Sadu, Luisa Boni—Low grade filler—82m.—see April 18 issue Page 4136—(Italian-made)—(Dubbed in English)—(Color)—(Bell).

UNMARRIED MOTHERS—D—Trite plot about illicit love for exploitation spots—91m.—see March 21 issue Page 4125—(Swedish-made)—(English titles)—(President).

VITELLONI—D—Franco Fabrizi, Leonora Ruffo, Franco Interlenghi—Interesting import—103m.—see Dec. 12 issue—Page 4263—(Italian-made)—(English titles)—(API Prod.).

The Shorts Parade

(Ratings: E—Excellent; G—Good; F—Fair; B—Bad. Complete listings of the rest of the 1954-55 shorts product will be found on pages 4254, and 4255 of the Pink Section, another regular service of MOTION PICTURE EXHIBITOR. The number opposite each series designates the total announced by the company.—Ed.)

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
Columbia					
TWO REEL					
COMEDIES					
ALL-STAR (6)					
8411	(Sept. 15)	One Spooky Night (Clyde)	F	16m.	4035
8412	(Oct. 27)	He Took A Powder (Quillen-Vernon)	F	17m.	4056
8413	(Nov. 24)	Hook A Crook (Besser)	F	16m.	4074
8414	(Feb. 23)	Come On Seven (Quillen-Vernon)	F	16 1/2m.	4137
8415	(Mar. 22)	Army Daze (Besser)	F	16 1/2m.	4137
8416	(Apr. 26)	Andy Goes Wild (Clyde)	F	17m.	4259
ASSORTED FAVORITE REPRINTS (6)					
1421	(Sept. 20)	Clunked in the Clink (Vague)	F	16m.	4246
1422	(Oct. 18)	When the Wife's Away (Hugh Herbert)	F	17m.	4246
COMEDY FAVORITE RE-RELEASES (6)					
1431	(Oct. 11)	Scooper Dooper (Sterling Holloway)	F	18m.	4246
CINEMASCOPE MUSICAL TRAVELARKS (Technicolor)					
8441	(Feb. 16)	Wonders of Manhattan	E	16m.	4075
8442	(Apr. 20)	April In Portugal	E	20m.	4137
1956-57					
(.....)		Wonder of New Orleans	G	19m.	4275
(.....)		Wonder of Washington			
SERIALS					
8120	(Sept. 22)	The Sea Hound (reissue)	G	15ep.	4036
8140	(Jan. 6)	Pearls of the Wilderness	F	15ep.	4103
8160	(Apr. 21)	The Monster And The Ape (reissue)	F	15ep.	4161
8180	(Aug. 4)	Blazing The Overland Trail (1956-57)	F	15ep.	4208
(.....)		Hop Harrigan (Reissue)	G	15ep.	4272
THE THREE STOOGES (8)					
1401	(Sept. 6)	Hot Stuff	F	16m.	4246
1402	(Oct. 4)	Scheming Schemers	F	16m.	4259
1403	(.....)	Commotion On The Ocean	F	16m.	4275
One Reel					
CANDID MICROPHONES (6) (Reissue)					
1551	(Sept. 20)	Series 3, No. 3	G	10 1/2m.	4256
CAVALCADE OF BROADWAY (6) (Reissue)					
1951	(Sept. 6)	Cafe Society	G	11m.	4256
COLOR FAVORITES (15) (Technicolor) (Reissue)					
1601	(Sept. 6)	Leave Us Chase It	F	6 1/2m.	4247
1602	(Oct. 4)	Topsy Turkey	F	6 1/2m.	4247
CINEMASCOPE MAGOOS (10) (Technicolor)					
1751	(Sept. 13)	Trail Blazer Magoo	E	6m.	4246
1752	(Oct. 18)	Magoo's Problem Child	G	6 1/2m.	4246
MR MAGOO (4) (Technicolor)					
8701	(Oct. 6)	Stage Door Magoo	E	7m.	4057
CINEMASCOPE CARTOON SPECIALS (Technicolor)					
8511	(Feb. 9)	Gerald McBoing-Boing On Planet Moo	E	7m.	4115
SCREEN SNAPSOTS					
8851	(Sept. 22)	Hollywood Bronc Busters	G	9m.	4043
8852	(Oct. 20)	The Great Al Jolson	F	11m.	4057
8853	(Nov. 17)	Hollywood Premiere	G	10m.	4084
8854	(Dec. 15)	Rambin' 'Round Hollywood	G	10 1/2m.	4084
8855	(Jan. 19)	Hollywood Goes A-Fishin'	F	10 1/2m.	4115
8856	(Feb. 23)	Hollywood Small Fry	F	10m.	4138
8857	(Mar. 22)	Hollywood City of Stars	F	10m.	4138
8858	(May 3)	Playtime In Hollywood	G	10 1/2m.	4224
8859	(June 14)	Mr. Rhythm's Holiday	F	9 1/2m.	4183
8860	(July 5)	Fabulous Hollywood	G	10 1/2m.	4195
UPA ASSORTED CARTOONS (4) (Technicolor)					
8501	(Sept. 8)	Christopher Crumpet's Playmate	E	7m.	4036
8502	(Dec. 1)	The Rise Of Dutton Lang	E	6 1/2m.	4082
8503	(May 31)	The Jaywalker	G	6 1/2m.	4194
WORLD OF SPORTS (10)					
1801	(Oct. 25)	Asphalt Playground	G	10m.	4276
1802	(.....)	Midget Musclemen	G	9m.	

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
MGM					
THREE REEL					
CINEMASCOPE SPECIAL (Eastman Color)					
A-801	(Oct. 5)	The Battle of Gettysburg	E	30m.	4252
One Reel					
CINEMASCOPE CARTOONS (Technicolor)					
C-831	(Sept. 7)	Muscle Beach Tom	G	7m.	4203
C-832	(Sept. 21)	Millionaire Droopy	E	7m.	4208
C-833	(Oct. 12)	Downbeat Bear	G	7m.	4208
C-834	(Nov. 16)	Blue Cat Blues		7m.	
C-835	(Dec. 14)	Barbecue Brawl		7m.	
GOLD MEDAL REPRINT CARTOONS (Technicolor)					
W-861	(Sept. 28)	Polka Dot Puss (T-J)	F	8m.	4236
W-862	(Oct. 5)	The Bear And the Bean (B-B)			
W-863	(Oct. 26)	Heavenly Puss (T-J)	F	8m.	4235
W-864	(Nov. 9)	Bad Luck Blackie (T-A)	G	7m.	4260
W-865	(Nov. 30)	Cueball Cat (T-J)	G	7m.	4260
W-866	(Dec. 7)	Senior Droopy (D)	G	8m.	4260
W-867	(Dec. 28)	Little Rural Riding Hood (T-A)	G	6m.	4260
Paramount					
CARTOON CHAMPION REISSUES (Technicolor) (12)					
1956-57					
S16-1	(Sept. 21)	Mice Meeting You	G	7m.	4235
S16-2	(Sept. 21)	Sock-A-Bye Kitty	G	7m.	4236
S16-3	(Sept. 21)	Casper's Spree Under The Sea	E	8m.	4235
S16-4	(Sept. 21)	One Quack Mind	F	7m.	4235
S16-5	(Sept. 21)	Mice Paradise	G	7m.	4235
S16-6	(Sept. 21)	Once Upon A Rhyme	G	8m.	4235
S16-7	(Sept. 28)	Hold The Lion Please	G	7m.	4235
S16-8	(Sept. 28)	Land Of Lost Watches	G	9m.	4235
S16-9	(Sept. 28)	To Boo Or Not To Boo	G	7m.	4236
S16-10	(Sept. 28)	As The Crow Lies	F	6m.	4235
S16-11	(Sept. 28)	Slip Us Some Redskin	G	7m.	4236
S-16-12	(Sept. 28)	Boo Scout	G	8m.	4235
CASPER CARTOONS (6) (Technicolor)					
B16-1	(Nov. 2)	Fright From Wrong	G	6m.	4256
GRANTLAND RICE SPORTLIGHTS (6)					
HERMAN AND CATNIP CARTOONS (Technicolor)					
H16-1	(Dec. 7)	Hide and Peek			
NOVELTOONS (Technicolor)					
P16-1	(Oct. 19)	Sir Irving And Jeames	G	7m.	4256
P16-2	(Dec. 21)	Lion In The Roar			
POPEYE CARTOONS (8) (Technicolor)					
E16-1	(Oct. 12)	Parlez Vous Woo	G	6m.	4256
E16-2	(Nov. 16)	I Don't Scare			
E16-3	(Dec. 14)	A Haul In One			
SPEAKING OF ANIMALS CHAMPIONS (4) (Reissue)					
A15-1	(Sept. 30)	Tain't So	F	10m.	4044
A15-2	(Sept. 30)	Monkey Shines	G	9m.	4044
A15-3	(Sept. 30)	Be Kind To Animals	E	8m.	4043
A15-4	(Sept. 30)	From A to Zoo	E	9m.	4043
TOPPERS (6)					
M15-1	(Oct. 7)	Three Kisses	E	10m.	4084
M15-2	(Nov. 11)	Reunion In Paris	G	10m.	4096
M15-3	(Jan. 27)	Animals a la Carte	F	10m.	4105
M15-4	(Mar. 9)	There's Gold In Them Thrills	F	10m.	4126
M15-5	(May 4)	Ups And Downs	G	9m.	4179
M15-6	(Aug. 24)	Herman Hickman's Football Review	G	10m.	4256
VISTAVISION SPECIALS (Technicolor)					
V15-1	(.....)	Bing Presents Oreste	E	10m.	4126
V15-2	(June 29)	VistaVision Visits Panama	G	10m.	4187
V15-3	(Aug. 3)	VistaVision Visits Gibraltar	G	10m.	4240
V15-4	(Oct. 5)	VistaVision Visits Australia	E	17m.	4252
RKO					
TWO REEL					
RKO-PATHE SPECIALS					
73101	(Sept. 7)	Alert Today, Alive Tomorrow	E	15 1/2m.	4239
73102	(Oct. 12)	Born To Fight	F	15m.	4260
73103	(Nov. 16)	Alaska Life Boat	G	21m.	4275
SPORT SPECIALS (2)					
73901	(Dec. 14)	Football Highlights	G	15m.	4276
73801	(Apr. 12)	Basketball Highlights			

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
One Reel					
SCREENLINERS					
74201	(Sept. 14)	The Dikes	G	10m.	4240
74202	(Oct. 12)	The Lonely Guardian	F	11m.	4260
74203	(Nov. 9)	Struggle In The North	G	10m.	4260
74204	(Dec. 7)	White Peril	F	8m.	4276
SPORTSCOPES (13)					
74301	(Aug. 3)	Aqua Babes	G	9m.	4224
74302	(Aug. 31)	Ice Climbers	G	8m.	4240
74303	(Sept. 28)	Canoe Man's Holiday	F	8m.	4247
74304	(Oct. 26)	Big Blue Goose	F	8m.	4260
74305	(Nov. 23)	High Dive Kids	G	8m.	
74306	(Dec. 21)	Holland Sailing	F	9m.	
WALT DISNEY CLASSIC CARTOON REISSUES (Technicolor) (18)					
74101	(Aug. 3)	The Hockey Champ	E	7m.	4208
74102	(Aug. 24)	Pluto at the Zoo	G	8m.	4211
74103	(Sept. 14)	Donald's Tire Trouble	E	7m.	4247
74104	(Oct. 5)	The Purloined Pup	G	7m.	4247
74105	(Oct. 26)	Bill Posters	G	8m.	4252
74106	(Nov. 16)	Pluto's Playmate	E	8m.	4256
74107	(Dec. 7)	Donald's Snow Fight	G	7m.	
74108	(Dec. 28)	Society Dog Show	E	7m.	
74109	(Jan. 18)	Donald's Gold Mine	G	7m.	
74110	(Feb. 8)	T-Bone For Two	G	7m.	
WILDLIFE ALBUM (2) (Technicolor)					
73001	(Nov. 23)	World In A Marsh	G	22m.	4259
Republic					
SERIALS (4)					
(.....)		Dick Tracy's G-Men (Reissue)	G	15ep.	4041
5583	(.....)	Manhunt Of Mystery Island (Reissue)	F	15ep.	4073
5584	(Apr. 16)	Adventures Of Frank And Jesse James (.....) King of the Rocket Men (Reissue)	G	13ep.	4114
5682	(Oct. 15)	Federal Operator 99 (Reissue)	G	12ep.	4208
(.....)			G	12ep.	4246
20th Century-Fox					
ONE REEL					
CINEMASCOPE (Color)					
7601	(Jan.)	Lady Of The Golden Door (DeLuxe)	G	9m.	4131
7602	(Mar.)	A Thoroughbred Is Born (DeLuxe)	G	9m.	4155
7603	(Feb.)	Adventure In Capri (DeLuxe)	F	9m.	4155
7604	(July)	Pigskin Pweenies (DeLuxe)	G	9m.	4224
7605	(May)	Hunters Of The Sea (DeLuxe)	E	9m.	4194
7606	(Aug.)	Honeymoon Paradise (DeLuxe)	F	9m.	4224
7607	(June)	Cowboys Of The Maremma (DeLuxe)	F	9m.	4224
7610	(Oct.)	Hunting The Netchik		9m.	
7611	(Nov.)	Spirit Of The Race		9m.	
7612	(Dec.)	Catching Sea Creatures		9m.	
7613	(Dec.)	Outpost Korea			
TWO REEL					
CINEMASCOPE COLOR SPECIALS					
7608	(Apr.)	Land Of The Bible (DeLuxe Color)	E	18m.	4114
7609	(June)	Dark Wave (Technicolor)	E	23m.	4177
One Reel					
CINEMASCOPE TERRYTOONS (Technicolor) 1955-56					
5631	(Jan.)	Park Avenue Pussycat	G	7m.	4138
5632	(Feb.)	Uranium Blues	G	7m.	4155
5633	(Mar.)	Good Deed Daly In Scouts To The Rescue	F	7m.	4163
5634	(Apr.)	Oceans Of Love	G	7m.	4221
5635	(May)	Lucky Dog	G	7m.	4194
5636	(June)	Clancy The Bull In Police Dogged	G	7m.	4208
5637	(July)	The Brave Little Brave	G	7m.	4276
5638	(Aug.)	Good Deed Daly In Cloak And Stagger	F	7m.	4276
TERRYTOONS (Technicolor) 1955-56					
5601	(Jan.)	The Clockmaker's Dog	G	7m.	4155
5602	(Feb.)	Heckle And Jeckle In Miami Maniacs	F	7m.	4163
5603	(Mar.)	Hep Mother Hubbard	F	7m.	4163
5604	(Apr.)	Terry Bears In Baffling Bunnies	F	7m.	4224
TERRYTONE TOPPER REISSUES (Technicolor)					
5605	(May)	The Wolf's Pardon	G	7m.	4224
5606	(June)	Felix The Fox	G	7m.	4221
5607	(July)	The Lyin' Lion	G	7m.	4221
5608	(Aug.)	Paint Pot Symphony	G	7m.	4224
5609	(Sept.)	The Kitten Sitter	F	7m.	4221
5610	(Oct.)	Flying Cups And Saucers	F	7m.	4221
5611	(Nov.)	One Note Tony	G	7m.	4221
5612	(Dec.)	Mystery In The Moonlight	F	7m.	4221

Release No.	Release Data	Title	Rating	Running Time	Page Reviewed In Pink Section
7201	(Nov.)	MOVIE TONE MELODY Lawrence Welk and His Champagne Music		9m.	
Universal-International					
Two Reel SPECIAL					
2640	(Aug. 27)	A Time Out of War	G	22m.	4207
MUSICAL FEATURETTES (12)					
2651	(Nov. 28)	Ralph Marterie And His Orchestra	G	15m.	4075
2652	(Dec. 26)	Melodies By Mort'n	G	16m.	4095
2653	(Jan. 23)	Lionel Hampton And Herb Jeffries	G	15m.	4103
2654	(Feb. 27)	Tennessee Plowboy	F	13m.	4103
2655	(Mar. 19)	Around The World Review	G	16m.	4137
2656	(Apr. 23)	The Mills Brothers On Parade	G	16m.	4177
2657	(May 21)	Cool And Groovy	F	15m.	4177
2658	(June 25)	Rhythms With Rusty	F	15m.	4203
2659	(July 23)	Mirth And Melody	F	15m.	4235
2660	(Aug. 26)	Bright And Breezy	G	16m.	4208
2661	(Sept. 24)	Mr. Black Magic	G	16m.	4235
SPECIAL CINEMASCOPE FEATURETTES (Technicolor)					
2600	(Dec. 21)	Nat King Cole Musical Stary	E	18m.	4063
2601	(Oct. 24)	Mambo Madness	F	15m.	4075
2602	(July 23)	Where All Roads Lead— (Technicolor)—(Vistarama)	G	16½m.	4203
COLOR PARADES					
2671	(Nov. 21)	Pacific Sports		8m.	
2672	(Jan. 16)	Fighters Of The Lakes	F	9m.	4105
2673	(Feb. 20)	Blue Coast	G	9m.	4115
2674	(Apr. 8)	Queens Of Beauty	G	10m.	4138
2675	(May 7)	Melbourne, Olympic City (Cinemascope)	G	9m.	4138
2676	(July 2)	Invitation To New York	E	9½m.	4177
2677	(Aug. 6)	On The Boardwalk— (Cinemascope)	F	9m.	4203
2678	(Oct. 22)	Hula Happy			
WALTER LANTZ CARTUNES (Technicolor)					
2611	(Dec. 9)	Tree Medic	G	6m.	4082
2612	(Jan. 16)	Pigeon Holed	E	6m.	4095
2613	(Feb. 13)	After The Bail	G	6m.	4105
2614	(Mar. 12)	Get Lost	G	6m.	4115
2615	(Apr. 9)	The Ostrich Egg and I	G	6m.	4138
2616	(May 7)	Chief Charlie Horse	G	6m.	4138
2617	(June 4)	Room And Wrath	G	6m.	4177
2618	(July 2)	Woodpecker From Mars	G	6m.	4177
2619	(July 30)	Hold That Rock	G	6m.	4203
2620	(Aug. 27)	The Talking Dog	G	6m.	4203
2621	(Sept. 24)	Calling All Cuckoos	G	6m.	4235
2622	(Oct. 22)	Niagara Fools	G	6m.	4235
2623	(Nov. 19)	Arts And Flowers	G	6m.	4246
WALTER LANTZ CARTUNES (6) (Reissue)					
2631	(Feb. 20)	Dog Tax Dodgers	G	7m.	4171
2632	(Mar. 26)	Playful Pelican	G	7m.	4171
2633	(Apr. 23)	Wet Blanket Policy	G	7m.	4171
2634	(May 28)	Scrappy's Birthday	G	7m.	4171
2635	(June 25)	Wild And Woody	G	7m.	4171
2636	(July 30)	Drooler's Delight	F	7m.	4171
VARIETY VIEWS					
2691	(Jan. 23)	Alert To Danger	E	9m.	4179
2692	(Feb. 20)	Brooklyn Goes to Paris	G	9m.	4138
2693	(May 21)	Girl Meets Buoy	G	9m.	4203
2694	(June 25)	West Point Of The South	G	9m.	4211
2695	(July 23)	Everybody Dances	G	9m.	4247
2696	(Aug. 20)	Screwball Sports	F	9m.	4247

Release No.	Release Data	Title	Rating	Running Time	Page Reviewed In Pink Section
2697	(Sept. 24)	Brooklyn Goes to San Francisco	G	9½m.	4236
2698	(Oct. 29)	Brooklyn Goes To Texas			
Warners					
SPECIAL FEATURETTES					
4911	(.....)	Chasing The Sun	G	36m.	4252
Two Reel WARNERCOLOR SCOPE GEMS					
4101	(Oct. 6)	South Of The Himalayas	E	18m.	4264
4102	(Dec. 29)	The Legend of El Dorado			
SPECIALS (WarnerColor)					
4001	(Sept. 8)	East Is East	G	18m.	4246
4002	(Dec. 22)	Howdy Partner			
COLOR SPECIALS (10)					
3001	(Oct. 8)	MovieLand Magic (Reissue)	G	19m.	4068
3002	(Nov. 5)	The Golden Tomorrow	G	17m.	4068
3003	(Dec. 3)	Behind The Big Top (Reissue)	G	18m.	4063
3004	(Jan. 7)	They Seek Adventure	G	19m.	4095
3005	(Feb. 4)	Out Of The Desert	G	19m.	4114
3006	(Mar. 3)	'Copters And Cows	G	18m.	4114
3007	(May 12)	A Boy And His Dog (Reissue)	G	20m.	4183
3008	(June 30)	The Wonders Of Araby	G	17m.	4228
3009	(Aug. 25)	Miracle In The Caribbean	G	17m.	4228
3010	(July 28)	Trailin' West (Reissue)	F	19m.	4264
CLASSICS OF THE SCREEN (6)					
3101	(Sept. 24)	Small Town Idol (Reissue)	E	20m.	4088
3102	(Dec. 31)	It Happened To You	E	18m.	4095
3103	(Nov. 19)	Dog In The Orchard (Reissue)	E	20m.	4103
3104	(Mar. 24)	Picture Parade	F	20m.	4155
3105	(May 26)	Once Over Lightly (Reissue)	G	17m.	4264
3106	(Aug. 11)	Through The Camera's Eye	G	20m.	4240
One Reel ANAMORPHIC SPECIALS (WarnerColor)					
3220	(Sept. 1)	Heart Of An Empire	E	9m.	4114
3221	(Dec. 10)	Springtime In Holland	E	9m.	4114
3222	(Sept. 1)	Ski Valley	G	9m.	4114
3223	(Apr. 21)	Time Stood Still	G	9m.	4171
3224	(Aug. 25)	Viva Cuba	G	9m.	4264
3225	(June 23)	Thunder Beach	E	8m.	4272
BLUE RIBBON HIT PARADES (13) (Reissue) (Technicolor)					
4301	(Sept. 15)	Mouse Mazurka	F	8m.	4247
4302	(Oct. 20)	Paying The Piper	F	7m.	4247
4303	(Nov. 17)	Doffy Duck Hunt	F	7m.	4264
4304	(Dec. 1)	Henhouse Henery	E	7m.	4272
4305	(Jan. 19)	Swallow The Leader			
BUGS BUNNY SPECIALS (8) (Technicolor)					
4723	(Sept. 15)	A Star Is Bored	G	7m.	4247
4724	(Oct. 27)	Wideo Rabbit	G	7m.	4256
4725	(Dec. 15)	To Hare Is Human			
JOE McDOAKES COMEDIES (6)					
3401	(Oct. 29)	So You Want To Be A Vice-President	F	10m.	4076
3402	(Dec. 17)	So You Want To Be A Policeman	G	10m.	4096
3403	(Jan. 28)	So You Think The Grass Is Greener?	G	10m.	4126
3404	(Mar. 10)	So You Want To Be Pretty	G	10m.	4115
3405	(May 5)	So You Want To Play The Piano	F	10m.	4177
3406	(July 14)	So Your Wife Wants To Work	F	10m.	4240
MELBOURNE MASTER BANDS REISSUES					
3801	(Sept. 3)	Jan Savitt And Band	G	10m.	4051

Release No.	Release Data	Title	Rating	Running Time	Page Reviewed In Pink Section
3802	(Oct. 22)	Artie Shaw And Orch.	F	10m.	4051
3803	(Dec. 24)	Ozzie Nelson And Orch.	G	10m.	4064
3804	(Feb. 11)	Carl Hoff And Band	F	10m.	4115
3805	(Apr. 14)	Borrah Minevitch	F	10m.	4177
3806	(July 14)	Henry Busse And Orch.	F	10m.	4211
MERRIE MELODIES (22) (Technicolor)					
3701	(Sept. 3)	Dime To Retire	G	7m.	4068
3702	(Sept. 17)	Speedy Gonzales	G	7m.	4082
3703	(Oct. 15)	Two Scent's Worth	G	7m.	4082
3704	(Oct. 29)	Red Riding Hoodwinked	G	7m.	4126
3705	(Nov. 26)	Heir Conditioned	G	7m.	4095
3706	(Dec. 10)	Guided Muscle	B	7m.	4068
3707	(Dec. 17)	Pappy's Puppy	G	7m.	4105
3708	(Dec. 31)	One Fraggy Evening	E	7m.	4105
3709	(Jan. 28)	Too Hop To Handle	G	7m.	4115
3710	(Feb. 11)	Weasel Stop	F	7m.	4115
3711	(Feb. 18)	The High And The Flighty	G	7m.	4115
3712	(Mar. 10)	Rocket Squad	G	7m.	4119
3713	(Mar. 24)	Tweet And Sour	G	7m.	4126
3714	(Mar. 31)	Heaven Scent	F	7m.	4125
3715	(Apr. 14)	Mixed Master	F	7m.	4126
3716	(May 5)	Gee Whiz.-z-z-z-z-z-z-z	F	7m.	4138
3717	(May 19)	Tree Cornered Twenty	G	7m.	4138
3718	(June 2)	The Unexpected Pest	F	7m.	4236
3719	(June 23)	Tugboat Granny	G	7m.	4228
3720	(July 7)	Stupor Duck	F	7m.	4228
3721	(Aug. 4)	Rocket-Bye Baby	G	7m.	4228
3722	(Aug. 25)	Raw! Raw! Rooster!	G	7m.	4247
1956-57					
4701	(Sept. 1)	Slap Hoppy Mouse	G	7m.	4227
4702	(Sept. 20)	Deduce, You Say!	G	7m.	4247
4703	(Oct. 13)	Yankee Dood It	F	7m.	4256
4704	(Nov. 10)	There They Go-Go-Go	F	7m.	4256
4705	(Nov. 24)	Two Crows From Tacos	G	7m.	4247
4706	(Dec. 8)	The Honey Mousers			
4707	(Jan. 5)	The Three Little Bops			
4708	(Jan. 12)	Tweet Zoo			
4709	(Jan. 26)	Scrambled Aches			
THE SPORTS PARADE (10) (Technicolor)					
3501	(Oct. 15)	Picturesque Portugal	G	10m.	4076
3502	(Jan. 14)	Fish Are Where You Find Them	G	10m.	4126
3503	(Feb. 18)	Green Gold	G	10m.	4115
3504	(Mar. 17)	Crashing The Water Barrier	E	10m.	4138
3505	(May 19)	Facing Your Danger			
3506	(July 21)	The Sporting Irish	G	9m.	4228
WARNER SPECIALS (7)					
3601	(Oct. 1)	An Adventure To Remember	G	10m.	4082
3602	(Nov. 12)	Shark Hunting	G	10m.	4076
3603	(Jan. 21)	Faster And Faster	E	10m.	4126
3604	(Mar. 17)	A Neckin' Party (Reissue)	G	9m.	4126
3605	(Apr. 28)	I Never Forget A Face	G	10m.	4247
3606	(June 16)	Smart As A Fox	E	9m.	4247
3607	(Aug. 18)	Animals And Kids	G	9m.	4247
WARNERCOLOR SPECIALS 1956-57					
4401	(Oct. 27)	Playtime Pals	G	9m.	4247
4402	(Feb. 16)	I'll Be Doggoned			
WARNERCOLOR SCOPE GEMS					
4501	(Sept. 22)	Crossroads Of The World	E	9m.	4276
4502	(Nov. 3)	Magic In The Sun	E	8m.	
Miscellaneous					
		Ballet Girl (Brandon)	E	23m.	4246
		Bespoke Overcoat, The (Arthur)	F	33m.	
		Cow Dog (Disney-Buena Vista)— (Tech.)	E	22m.	4246
		Cowboy Needs A Horse, A (Disney-Buena Vista)—(Tech.)	E	8m.	4247
		Disneyland (CS-TC) (Buena Vista)	E	42m.	4271
		Hidden Talent (McCarthy)	F	17m.	4272
		Suez Canal—(Technicolor)— (deRochemont)	E	25m.	4221

As regularity of quantity of releases gives way to fewer features of a better quality from most major sources of supply, the ASCAP National Release Date Index is being discontinued. It is now more necessary to know the date of release of a particular distributor for their up-to-date checking and correcting, so that it is the latest knowledge available.

current releases are available and in which future releases will be scheduled. While much of the following is subject to change, all data is submitted weekly to the particular distributors for their up-to-date checking and correcting, so that it is the latest knowledge available.

A.A.	COLUMBIA	M.G.M.	PARAMOUNT	R.K.O.	REPUBLIC	20th-FOX	U.A.	UNIVERSAL	WARNERS	MISC.
Yoqui Drums Rad Cameron, Mary Castle	To The Ends Of The Earth (RE) Dick Powell	Boom Town (RE) Spencer Tracy, Clark Gable	The Vogobond King (VV-TC) Kathryn Grayson, Oreste	Beyond A Reasonable Doubt Dana Andrews, Joan Fontaine	Lisbon (Naturama- Trucolor) (Made in Portugal) Ray Milland, Maureen O'Hara	Teenage Rebel (CS) Ginger Rogers, Michael Rennie	The Peacemaker (Makelim) James Mitchell, Rosemarie Bowe	The Sleeping City (RE) Richard Cante, Coleen Gray	A Cry In The Night Edmond O'Brien, Natalie Wood	Secrets Of Life (TC) (Part CS) (Buena Vista) (Disney)
Friendly Persuasion (TC) Gary Cooper, Dorothy McGuire, Marjorie Main	The Gamma People (English-made) Paul Douglas	The Rack Paul Newman, Wendell Corey, Anne Francis	War And Peace (VV-TC) Audrey Hepburn, Henry Fonda, Mel Ferrer (Made in Italy) (Special Engagements)	Beck From Eternity Anita Ekberg, Robert Ryan	(Made in Portugal) Ray Milland, Maureen O'Hara	Love Me Tender (CS-DC) Richard Egan, Debra Paget, Elvis Presley	Gun The Man Down (Marrisan- McLaglen) James Arness, Emilie Meyer	The Bod Seed Nancy Kelly, Patty McCormack, Henry Jones, Eileen Heckart	The Amazon Trader (WC) John Sutton, Marie Ferrando	It Conquered The World (American-Int.) Peter Graves, Beverly Garland
Fighting Trouble The Bowery Boys	The Lost Man (English-made) Tam Canway	The Tote Of Two Cities (RE)	The Mountain (VV-TC) Robert Wagner, Spencer Tracy, Claire Trevor (Made in France)	Finger Of Guilt Richard Basehart, Mary Murphy (English made)	Dakota Incident (Trucolor) Linda Darnell, Dale Robertson, John Lund	The Desperadoes Are In Town (RegalScope) Robert Arthur, Kathy Nolan	Revolt At Fort Laramie (Bel-Air) (CS-TC) John Dehner Frances Helm	The Unguarded Moment (TC) Esther Williams, George Nader	Toward The Unknown (WC) William Holden, Lloyd Nolan, Virginia Leith	The She Creature (American-Int.) Chester Morris, Marla English
Calling Homicide Bill Elliott	Rumble On The Docks James Darren	The Teahouse Of The August Moon (CS-Calar) Marlan Branda, Glenn Ford, Eddie Albert (Made in Japan)	The Search For Bridey Murphy (VV) Teresa Wright, Luis Hayward	Tension At Table Rock (TC) Cameron Mitchell, Richard Egan, Darothy Malone	Oklahoma! (CS-TC) Gordan MacRae, Shirley Jones, Gene Nelson	Anastasio (CS-DC) (Made in Europe) Ingrid Bergman, Helen Hayes, Yul Brynner	The King And Four Queens (Russ-Field) (CS-DC) Clark Gable, Eleanor Parker	Curucu, Beast Of The Amazon (EC) John Bromfield, Beverly Garland (Made in Brazil)	Giant (WC) Elizabeth Taylor, Rock Hudson, James Dean	Westward Ho, The Wagons (CS-TC) (Buena Vista) Fess Parker
The Cruel Tower John Ericson, Mori Blanchard	The Seventh Calvary (TC) Randolph Scott	The Great American Postime Tom Ewell, Anne Francis, Ann Miller	Hollywood Or Bust (VV-TC) Dean Martin, Jerry Lewis	Death Of A Scoundrel George Sanders, Yvonne De Carlo	Black Whip (RegalScope) Hugh Marlow, Caleen Gray	The Wild Party Anthony Quinn, Caral Ohmart, (Security)	The Girl He Left Behind Tab Hunter, Natalie Wood	Everything But The Truth (EC) Maureen O'Hara, John Forsythe, Tim Hovey	The Girl He Left Behind Tab Hunter, Natalie Wood	Rock, Rock, Rock (DCA) Alan Freed, Lavern Baker, Frankie Lyman and Teenagers
High Terrace Dale Robertson, Luis Maxwell, Derek Bond	Zarak (CS-TC) Victor Mature, Anita Ekberg, Michael Wilding (Made in Morocco)	Mutiny On The Bounty (RE) John Cassavetes, Sidney Poitier, Kathleen McGuire	Cecil B. DeMille's The Ten Commandments (VV-TC) (Made in Egypt) (Special Engagements)	Bundle Of Joy (EC) Eddie Fisher, Debbie Reynolds	The Girl Can't Help It (CS-DC) Tam Ewell, Jayne Mansfield	Dance With Me Henry Bud Abbott, Lou Costello, (Goldstein)	Baby Doll Karl Malden, Corral Baker, Eli Wallach	Written On The Wind (TC) Rock Hudson, Lauren Bacall, Robert Stack	Baby Doll Karl Malden, Corral Baker, Eli Wallach	Runaway Daughters (American-Int.) Marla English, John Liel
Blonde Sinner Diana Dors (English-made)	Ride The High Iron Don Taylor, Sally Forrest	Edge Of The City John Cassavetes, Sidney Poitier, Kathleen McGuire	The Rainmaker (VV-TC) Burt Lancaster, Katharine Hepburn	Man In The Vault William Campbell, Koren Sharpe, Anita Ekberg	The Girl Can't Help It (CS-DC) Tam Ewell, Jayne Mansfield	The Monte Carlo Story (TC-Technirama) Marlene Dietrich, Vittoria De Sica (Made in Morocco) (Titanus)	The Wrong Man Henry Fonda, Vero Miles	The Great Man Jose Ferrer, Dean Jagger, Keenan Wynn, Julie London	Top Secret Affair Kirk Douglas, Susan Hoyward	Shake, Rattle and Rock (American-Int.) Fats Domino, Lisa Goye
The Rose Bowl Story (Colar) (RE)	The Silent World (TC) (French-made) Documentary	Slender Van Johnson, Ann Blyth, Steve Cochran	Three Violent People (VV-TC) Charlton Heston, Anne Baxter	Public Pigeon No. 1 (TC) Red Skelton, Vivian Blaine, Janet Blair	The Girl Can't Help It (CS-DC) Tam Ewell, Jayne Mansfield	The Big Boogie Errol Flynn, Resanna Rory (Made in Cuba) (Blumberg)	The Night Runner Ray Danton, Colleen Miller	The Great Man Jose Ferrer, Dean Jagger, Keenan Wynn, Julie London	Runaway Daughters (American-Int.) Marla English, John Liel	Cinderella (RE) (TC) (Buena Vista) (Disney)
The Bowery Boys	The Silent World (TC) (French-made) Documentary	Green Dolphin Street (RE)	Fear Strikes Out (VV) Anthony Perkins, Norma Moore	The Young Stronger James MacArthur, Kim Hunter	The Girl Can't Help It (CS-DC) Tam Ewell, Jayne Mansfield	The Halliday Brand Joseph Cotten, Vivica Lindfors (Callier Young)	The Night Runner Ray Danton, Colleen Miller	The Great Man Jose Ferrer, Dean Jagger, Keenan Wynn, Julie London	Shake, Rattle and Rock (American-Int.) Fats Domino, Lisa Goye	Cinderella (RE) (TC) (Buena Vista) (Disney)
Calling Homicide Bill Elliott	The Silent World (TC) (French-made) Documentary	Boys Town (RE)	Omar Khoyyam (VV-TC) Cornel Wilde, Debra Paget	Cyclops James Craig, Gloria Talbot, Lon Chaney	The Girl Can't Help It (CS-DC) Tam Ewell, Jayne Mansfield	The Quiet Gun Farrest Tucker, Mara Corday (RegalScope)	The Night Runner Ray Danton, Colleen Miller	The Great Man Jose Ferrer, Dean Jagger, Keenan Wynn, Julie London	Shake, Rattle and Rock (American-Int.) Fats Domino, Lisa Goye	Cinderella (RE) (TC) (Buena Vista) (Disney)
The Cruel Tower John Ericson, Mori Blanchard	The Silent World (TC) (French-made) Documentary	Boys Town (RE)	Funny Face (VV-TC) Audrey Hepburn, Fred Astaire (Made in France)	X-The Unknown Edward Chapman	The Girl Can't Help It (CS-DC) Tam Ewell, Jayne Mansfield	The Quiet Gun Farrest Tucker, Mara Corday (RegalScope)	The Night Runner Ray Danton, Colleen Miller	The Great Man Jose Ferrer, Dean Jagger, Keenan Wynn, Julie London	Shake, Rattle and Rock (American-Int.) Fats Domino, Lisa Goye	Cinderella (RE) (TC) (Buena Vista) (Disney)
High Terrace Dale Robertson, Luis Maxwell, Derek Bond	The Silent World (TC) (French-made) Documentary	Boys Town (RE)	Funny Face (VV-TC) Audrey Hepburn, Fred Astaire (Made in France)	X-The Unknown Edward Chapman	The Girl Can't Help It (CS-DC) Tam Ewell, Jayne Mansfield	The Quiet Gun Farrest Tucker, Mara Corday (RegalScope)	The Night Runner Ray Danton, Colleen Miller	The Great Man Jose Ferrer, Dean Jagger, Keenan Wynn, Julie London	Shake, Rattle and Rock (American-Int.) Fats Domino, Lisa Goye	Cinderella (RE) (TC) (Buena Vista) (Disney)

NOW IN GENERAL RELEASE

PROMISED FOR EARLY RELEASE

SYMBOLS USED ABOVE: CS—CinemaScope, DC—Deluxe Color, EC—Eastman Color, RE—Reissue, SS—Superscope, TC—Technicolor, VV—VistaVision, WC—WarnerColor—Name of country, other than U.S.A., indicates import.

OH
BOY!!

OH JOY!

the
comedy sensation
of 1957....

OH MEN!

OH WOMEN!

In the NUNNALLY JOHNSON
hit-tradition of "How to
Marry a Millionaire"
and "The Man in the
Gray Flannel Suit"

from 20th... for everybody's
Happy Washington's Birthday



20th Century-Fox presents DAN DAILEY · GINGER ROGERS · DAVID NIVEN · BARBARA RUSH · TONY RANDALL
OH MEN! OH WOMEN! in CINEMASCOPE color by DE LUXE · Produced and Directed by NUNNALLY JOHNSON
From the Play Produced by CHERYL CRAWFORD

MOTION PICTURE

EXHIBITOR

JANUARY 23, 1957

VOLUME 57

NUMBER 13

IN TWO SECTIONS • THIS IS SECTION ONE



A Team ... Or A Bunch Of Prima Donnas?

editorial

Loew's Settles On New Board

(page 7)

DCA To Set Up Own Exchanges

(page 9)

AND FEATURING: STUDIO SURVEY

← Nyman Kessler, Stanley Warner DeWitt, Bayonne, N. J., was undisputed Showman of the Year for 1956 by virtue of three first places in MOTION PICTURE EXHIBITOR'S weekly \$100 Showmanship Sweepstakes.



Just what the
Public wants!



A GREAT LOVE STORY!



Jennifer Jones, the
"Many Splendored"
star, more romanti
than ever!

"Powerful love story. Strong, popular
attraction."
—*Hollywood Reporter*

Just selected "Picture of the Month."
—*Seventeen Magazine* (for millions of teen-agers!)



M-G-M presents in CINEMASCOPE and METROCOLOR

JENNIFER JONES JOHN GIELGUD

BILL TRAVERS • VIRGINIA MCKENNA in

"THE BARRETTS OF WIMPOLE STREET"

Screen Play by JOHN DIGHTON • From the Play by RUDOLF BESIER • Directed by SIDNEY FRANKLIN • Produced by SAM ZIMBALIST

(Available in Magnetic Stereophonic, Perspecta Stereophonic or 1-Channel Sound)

BOX-OFFICE LINES: Elopement was the only way out! Rescued from her "prison" home, to know love for the first time! • "Oh, Robert, do you know what you've done for me? I wanted to live eagerly, desperately, passionately. Oh, and so much more than that!"—Elizabeth. • "Dear Elizabeth: I shall love you to the end—and beyond."—Robert. • Unkissed—wanting love, needing love, denied love—she dared give her heart to a handsome stranger at first meeting! • A famous literary love story! A hit Broadway play! Now—a magnificent new film.



A TEAM . . . OR A BUNCH OF PRIMA DONNAS?

JUST RECENTLY, and commenting on our editorial of Dec. 26 ("WE NEED DEFINITE RULES . . . AND A COP!"), we saw a letter that contained what we consider to be a pithy paragraph.

Here it is:

"Unfortunately, due both to the various anti-trust decrees that split it into competing parts, and to a series of intra-industry fights that caused much bad blood and many bitter lawsuits, during the very years when newer forms of entertainment (T.V., automobiles, night sports, musical bars, do-it-yourself, etc.) are competing for the public's attention, this once great industry seems now to be very badly divided, demoralized, and tugging at cross purposes. Instead of teamwork and cooperation between producer, distributor, exhibitor, and even equipment manufacturer, with a will to win for the common good, everyone seems to be trying selfishly to both quarterback the team and carry the ball. The Production Code would seem to be the M.P.A.'s ball—without blockers to protect the passer, without an established play that everyone understands, and without receivers down field."

From our observation post we feel there is much truth in this. In addition to the M.P.A., the independent producers have a separate organization of their own. Theatre owners are split into the two national bodies, T.O.A. and ALLIED, and also into a number of smaller sectional or regional groups not affiliated with either. Supply and equipment manufacturers have their own T.E.S.M.A., separate and distinct from the dealers with their T.E.D.A. Across the entire industry only one organization, COMPO, attempts to cross the regimented lines and represent all groups, and it is mainly to the credit of Bob Coyne that it has remained afloat in its brief but stormy career. Not that we feel such separate entities are wrong, if they truly represent, and are strongly backed by, their memberships. But what is wrong is the tendency of group to fight against group, instead of to realize that each group has its own brains, and its own pride, and its own stake in the success of motion pictures, as a separate successful business.

And that is why we can't buy the suggestion of Ken Clark, vice-president of M.P.A., that we pick up "the ball" of all-industry cooperation in an enforceable Production Code, as recommended in our editorial mentioned earlier.

In a letter, subsequent to the one published in our Jan. 16 issue, Ken Clark had these added views:

"The point I wish to reemphasize is that we already have, in our business, the equivalent of the Good Housekeeping Seal of Approval. We don't have to follow some other's examples. We've had it, in fact, since 1934 . . . more than 20 years. That is, of course, the Seal of Approval that appears on all PCA-approved pictures."

"I'm glad to see you are now so warmly applauding and cheering it . . . this Seal of Approval. As the ad says, Don't you wish everybody would? It was in the hope that everybody would that I suggested you step up to bat by printing the pledge. It is a simple, direct and quick way to get results."

"This would in no way, naturally, mitigate against any other cooperative or coordinating efforts that might be undertaken. It would, I think, greatly facilitate other desirable efforts."

"Go ahead. Start it rolling. Let it turn into a real demonstration of the entire industry's active and everlasting support of decent, wholesome entertainment."

For MOTION PICTURE EXHIBITOR to prepare and print a pledge, and advocate that its subscribers bind themselves to its provisions as a unilateral effort, would be exactly the kind of single selfish activity we have spotlighted in other industry groups. Such is the weakness of the current M.P.A. Production Code, for it fails to bring the other elements of this industry into partnership, and therefore cannot be enforced and receives a minimum of cooperation.

To accept Ken Clark's suggestion would be like having a substitute jump from the bench and take active part in the ball game, without the agreement of his teammates or the instructions of his coach. It would get you nothing but a penalty.

Jay Emanuel

Letters . . .

UNSOLICITED • The letters from readers which appear on this page are not solicited. MOTION PICTURE EXHIBITOR does not suggest questions to readers in order to provide a flow of letters.

From OMAK, WASH.

I have 10 years of the pink Review SERVECTIONS from MOTION PICTURE EXHIBITOR, all in binders, and I find your publication is the best trade paper that any theatre manager can use. For fast and reliable reference, that SERVESECTION is a honey!

IKE RODGERS
Omak Theatre

EDITOR'S NOTE: Because MOTION PICTURE EXHIBITOR never asks for reader comment, and operates no bureau, institute, or forum, to which it asks readers to contribute views, voluntary letters like this one from Mr. Rodgers are many times more important.

From BELFIELD, N. DAK.

Sure hate to think of trying to operate our theatre without your At-A-Glance Bookkeeping System. As a means of close control over all expenses it is tops! I would also like to take this opportunity to express my appreciation for the pink SERVESECTION reviews, as published in MOTION PICTURE EXHIBITOR. I find them invaluable!

Keep up the GOOD work!
MIKE OLIENYK
Belfield Theatre

EDITOR'S NOTE: We'll certainly try, Mike! And thanks for the approval! Tell your friends, won't you?

From NEW YORK, N. Y.

We are missing the September 5, 1956 pink Review Section. Can we get a replacement? We have your complete back library of these reviews from Page One, and to me it is my Bible. I couldn't get along without it.

M. J. WALLACK
Orpheum Theatre

EDITOR'S NOTE: Subscribers can replace lost review sections for two cents each, or 52 cents per season. They are available for the past 10 years.

From FALCONER, N. Y.

Having only been in exhibition for a year, I didn't realize how handy your separate, punched-for-a-ring-binder, and specially numbered pink SERVECTIONS of Reviews could really be.

Please send me complete sets of these Reviews from 1948-49 through 1955-56 seasons. Seems as though I'm always reaching for the few I do have.

Thanks also for all of the extra services you provide. You have made this rocky business a little smoother for this newcomer.

DONALD L. REXROAD
State Theatre

EDITOR'S NOTE: Thanks for them kind words, Donald! As a relative newcomer, it's nice to have you aboard. You'll always find that MOTION PICTURE EXHIBITOR is just a little more "theatre-wise" than most.

From LAKE PLACID, N. Y.

Please send me another copy of MOTION PICTURE EXHIBITOR dated Jan. 2, 1957. (30 cents in stamps enclosed).

I gave my regular copy to our local daily newspaper, THE SARANAC LAKE ENTERPRISE, because of your editorial, "BABY DOLL . . . AND ITS RECEPTION." I thought it should be kept in their files for reference.

JAMES P. McLAUGHLIN
Palace Theatre

EDITOR'S NOTE: The additional copy was shipped. In these days of controversy, both inside and outside of the industry, many a daily newspaper will be interested in qualified trade views.

From NEW YORK, N. Y.

A long loud HURRAY for your editorial on advertising ("ABSINTHE, FILTHY PICTURES, AND BEDELL"—Jan 9, 1957).

Let's face it, if anyone ought to know anything about filthy advertising, you and I are two guys who are experts.

MAX E. YOUNGSTEN
Vice-President, United Artists

EDITOR'S NOTE: Surprise! Surprise! Didn't think we'd publish it, did you? Go wash your mouth out!

From MEDALIA, MINN.

We have just finished reading from cover to cover our copy of this week's MOTION PICTURE EXHIBITOR, and it is swell!

We particularly noticed the very wonderful editorial on sin ("ABSINTHE, FILTHY PICTURES, AND BEDELL"—Jan 9, 1957) complete with pictures. If possible, can you obtain for us one copy of each of these two issues of Advertising Age? Enclosed find \$1.00 to cover.

MR. and MRS. B. L. LARKIN
New Medalia Theatre

EDITOR'S NOTE: Thanks! But we won't sleep tonight for wondering why you want them.

From HERSHEY, PA.

MOTION PICTURE EXHIBITOR, and your fine editorials, are all of great help and value to us.

DR. HARRY C. CHUBB
 Hershey Community Theatre

EDITOR'S NOTE: Thank you, Doctor! We try our best!

From STATESVILLE, N. C.

Without a doubt, these ideas (SHOWMANSHIP SWEEPSTAKES weekly \$100 Prize Contest) are worth thousands of dollars to theatre managers who will use them.

A. FULLER SAMS, JR.
Statesville Theatres

EDITOR'S NOTE: Our thanks to one of the Theatre Executive Judges who never misses a weekly vote.

From WASHINGTON, IND.

Your SHOWMANSHIP SWEEPSTAKES department is a jim-dandy, and I personally find many ideas of others to help me promote my theatre and its wares. I hope it will always prevail.

A. J. (KAL) KALBERER
Switow's Indiana Theatre

EDITOR'S NOTE: All reports seem to be equally enthusiastic. Be sure to tell your friends.

From PORTSMOUTH, VA.

Your annual BOOKING CALENDAR is the best booking help that I have run across in all my years of theatre operation; just as MOTION PICTURE EXHIBITOR is the best trade paper, too!

SOL SOROKO
Lyric Theatre

EDITOR'S NOTE: You have made us very happy at this New Year. "Best" covers a lot of territory!

From CINCINNATI, O.

Will it be possible for you to send us five additional 1957 BOOKING CALENDARS? We have always found that your calendar is the best, and we utilize it in all departments.

G. J. BOUDOT
United Artists Corporation

EDITOR'S NOTE: It's a pleasure! Many film exchanges seem to like this annual service and we are always happy to oblige.

TO PHILADELPHIA

Editor's Note: We acknowledge the very "heady" submission by Ralph Pries, Berlo Vending Company, of the HEINZ 57 sponsored national advertising campaign being undertaken in cooperation with the National Restaurant Association to sell their "EAT OUT!" objective. Unfortunately, this arrived at press time. But in the issue of Jan. 30, this co-op idea will be discussed at length. Thank you, Ralph.

THIS IS ANTHONY PERKINS

Explosive New Star in Paramount's
Explosive New Attraction...

The teenagers have a new idol
—the adults have a new favorite
—the critics have a new rave-
star whose name in important
polls is leading all the rest

ANTHONY PERKINS
WINS FILM DAILY'S
ANNUAL POLL AS
NUMBER 1 BOXOFFICE
FIND OF THE YEAR

ANTHONY PERKINS
WINS MODERN
SCREEN'S AWARD
AS TOP MALE
STAR OF
TOMORROW!

Paramount has Tony
Perkins' first full-
fledged starring vehicle
to be released in March.
The industry will have a
ticket-selling phenomenon
in this true-life
Saturday Evening Post
story of a twisted,
trapped kid who won
out when one girl
understood!

Paramount presents

FEAR STRIKES OUT



Starring

**ANTHONY
PERKINS**

**KARL
MALDEN**

Produced by ALAN PAKULA • Directed
by ROBERT MULLIGAN • Screenplay by
TED BERKMAN and RAPHAEL BLAU

Allied Drive-In Agenda Features Discussion On Boxoffice Boosters

WASHINGTON—Apparent inertia in some industry quarters with reference to organizing an all out attack on declining boxoffice receipts was understood last week to be one of the major topics on the agenda of the National Allied Drive-In convention convening in Cincinnati's Netherland-Hilton Hotel, Jan. 29-31. This and other subjects for consideration were outlined in a special convention bulletin distributed to the trade press by National Allied headquarters here.

Other items delegates to the convention will be expected to take up, according to the bulletin, include the question of the sincerity of the film companies with regard to their avowed intention of negotiating an arbitration system in accordance with the Senate Small Business Committee's recommendations following

last spring's industry hearings; the product picture for 1957, including the terms and conditions upon which films will be made available to exhibitors; methods of overcoming opposition to the building of new drive-ins in certain communities; and the question of year-round ozoner operation, coupled with the success or failure of car heaters.

The entire concession field, the bulletin announced, will be open for discussion, with exhibitors writing "their own program." It also took notice of the lack of participation in the conclave by the film companies, "in vivid contrast" with the cooperation and good will extended by the supply manufacturers, "whose displays and entertainment . . . contribute so much to the success of the convention."

The NEW YORK Scene By Mel Konecoff



AWARD NOTE: Members of the Independent Motion Picture Distributors of America and representatives of the press gathered last week at the Hotel Plaza to witness the presentation of the annual Joseph Burstyn award to the best foreign film of 1956, "La Strada."

Richard Brandt, president, Trans-Lux Distributing Corporation, which is releasing it in the U. S., was on hand to receive the award from New York Post critic Archer Winsten (on

crutches again due to another skiing accident).

Dr. Manleo Brosio, Italian Ambassador to the U. S., was guest of honor at the reception, with Arthur Mayer, president of the distributor group, making an introductory talk.

NOTE IN PASSING: We along with many others were shocked by the passing of both Humphrey Bogart and Bill Gehring. Both were well known in their spheres, and both were well-liked and respected.

We knew Bill Gehring pretty well and found him to be square with everyone and as honest as could be. He had a warm personality, foresight, and a desire to be helpful. We and many others really will miss him.

MISSIVE: Sid Luft writes us that he and Judy Garland have purchased Margaret Echard's new novel "Born In Wedlock" for their first independent film, with Judy to star as the mother of two little girls. She dances and sings in the Gayeties at the turn of the century, and as they travel in a vaudeville troupe, they run into some intriguing and hilarious adventures.

Sounds like a natural for Judy Garland.

PROMOTION: Loew's advertising-publicity chief, Erbie Emerling, is sending out a cute promotion piece on behalf of "Solid Gold Cadillac" which started to play the circuit last week. It's an enlarged passenger vehicle registration certificate for 1957 with some gag notations. It comes from the State of Collapse, Department of Movies and Finance, Bureau of Sheer Fun. It's signed by Judy Holliday, and there is a notation to wit: "There will be a slight delay in making your 'Solid Gold Cadillac' plates, about two hundred years. But it's the thought that counts."

THE METROPOLITAN SCENE: Ann Bartell, secretary to Republic's advertising-publicity head Beatrice Ross, was to be married over the weekend to John Micucci. . . . Getting Jack Dempsey featured as the guest of honor on "This Is Your Life" was a sort of pre-production promotion that was seen by millions. Femmes who saw same hoped there would be more for them in the forthcoming film than there was in the TV life of the ex-champion. . . . Fred Zinneman is in town for several weeks of location shooting for the 20th-Fox production of "Hatful Of Rain." . . . Spyros P. Skouras and 20th-Fox received editorial kudos in the Journal American with an up-beat plug for the industry in general. . . . The Paramount's Bob Shapiro is testing public reaction which could lead to a revival of the famous two-in-one entertainment policy at the Broadway house. Commencing today, Jan. 23, a one-week stage engagement gets underway featuring Nat "King" Cole, Ella Fitzgerald, and Count Basie and his orchestra. The accompanying film is Columbia's "Nightfall." . . . Anthony Quinn and Richard Basehart, both starred in the Italian-made "La Strada," arrived in town last week to dub into English their own roles in the award-winning release distributed by Trans-Lux. When the dubbing is completed, it will go into general release.

BROADWAY GROSSES

(As of this Monday)

Cold Spell Freezes Boxoffice

NEW YORK—The extreme cold spell hurt Broadway first-run business last weekend. Grosses were below average in all spots, with the exception of the Victoria, where "Baby Doll" was still very hot, indeed.

According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the breakdown was as follows:

"The Wrong Man" (Warners). Paramount (\$47,654)*—The last four days of the fifth week accounted for \$16,000.

"Anastasia" (20th-Fox). Roxy (\$81,388)—Friday through Sunday resulted in \$49,163, with the sixth week sure of a good \$68,000. Ice show on stage.

"The Barretts Of Wimpole Street" (MGM). Radio City Music Hall (\$146,192)—This opened to \$65,000 for Thursday through Sunday, with the first week heading toward \$105,000. Usual stage show.

"Written On The Wind" (U-I). Capitol (\$39,813)—Second session was sure of \$29,000.

"Zarak" (Columbia). Globe (\$11,854)—Down to \$10,000 on the fourth week.

"The King And Four Queens" (UA). Mayfair (\$15,087)—Fifth week dropped to \$12,000.

"The Rainmaker" (Paramount). Astor (\$24,538)—Sixth week down to \$19,000.

"Baby Doll" (Warners). Victoria (\$21,931)—Fifth week still okay at \$29,000.

"Slander" (MGM). Loew's State (\$18,644)—Opened to disappointing \$12,000 first frame.

*Figures in parentheses are 1956 weekly averages based on MOTION PICTURE EXHIBITOR reports.

Suit Settled, Dismissed

HOLLYWOOD—Dismissal of the anti-trust action filed by Burton I. Jones, San Diego, Cal., theatre owner, against film companies and theatre operators was ordered last week, following an out-of-court settlement, by Federal District Court Judge James M. Carter.

Filing suit in November, 1954, Jones asked recognition of his Capri as a first-run theatre and sought damages of \$60,000. Named as defendants were Warners, Loew's, Columbia, Universal, Buena Vista, the Fox West Coast circuit, and Jacqueline M. Ross and Edward Shanberg, theatre owners.

After the suit was filed, the film companies granted the Capri first-run, and only damages remained to be settled in the suit.

I N D E X

VOLUME 57, NUMBER 13 JANUARY 23, 1957
SECTION ONE

EDITORIAL	3
LETTERS	4
THE NEW YORK SCENE BY MEL KONECOFF	6
THE INTERNATIONAL SCENE	10
SHOWMANSHIP SWEEPSTAKES	12
NEWS OF THE TERRITORIES	16
STUDIO SURVEY	27-30

SECTION TWO

THE SERVICE SECTION	SS-1—SS-8
(The Pink Reviews Section)	

Loew's, Tomlinson Agree On Board Makeup

20th-Fox's Gehring, 59, Dies In Sleep

NEW YORK—William C. Gehring, 20th-Fox vice-president and executive assistant to President Spyros P. Skouras, died last week in his sleep at his home. He was 59 years old.

The film executive is survived by his wife, a son, William C. Gehring, Jr., St. Louis branch manager for the company, and two sisters. One of the most revered figures in the industry, Gehring served in numerous sales executive positions during a 37 year career, of which 35 were with the Fox Film Company and later 20th-Fox.

Born in Rensselaer, N. Y., he attended Pennsylvania State College and served in the Army in World War I. Following the war he joined the Fox Film Company in 1918 where he rose from a poster clerk to branch manager at the company's exchanges in Buffalo, Detroit, Albany, Salt Lake City, Montreal, and Toronto.

Gehring left Fox in 1929 to serve as eastern division manager for Tiffany Productions, Inc., but returned two years later as manager of Fox's Cincinnati Branch. With the formation of 20th-Fox, he was named to a succession of major sales department executive positions and in 1952 was named executive assistant general sales manager. Last year, he was elevated to the post of vice-president in the organization.

A member of the Motion Picture Pioneers and Variety Clubs International, Tent 35, Gehring was tendered a testimonial dinner by his friends and business associates in 1953. One of the industry's foremost spokesmen, he frequently represented 20th-Fox at major exhibitor and civic and religious gatherings and other industry affairs.

"Brave Men" Screenings End

NEW YORK—In one of the largest campaigns to mobilize regional and local level support for a motion picture, a 34-city preview screening program on "Three Brave Men" was concluded by 20th-Fox last week.

The national screenings, attended by more than 50,000 community leaders and the press, have set in motion programs of support from such important organizations as the Federation of Women's Clubs, Motion Picture Councils, United Church Women, National Council of Churches, American Jewish Committee, and the American Civil Liberties Union.

Editors Elect Amy

HOLLYWOOD—The newly elected officers of the American Cinema Editors include George Amy, president; Elmo Williams, vice-president; Fred Berger, secretary; and Daniel A. Nathan, treasurer. The latter was reelected to his post.

Serving on the board of directors are Roland Gross, Alma MaCrorie, Aaron Stell, Leon Barsha, Joseph Dervin, Jack Dunning, and Ellsworth Hoagland.

Unique Deal Arranged By 20th-Fox, Selznick

NEW YORK—The closing of a deal between 20th-Fox and the Selznick Company, Inc., was announced jointly last fortnight as a unique arrangement in that it is the first time that two companies have collaborated with a marked division between preparatory work, editing, and physical production.

The arrangement provides for Selznick to do all pre-production work on the one picture annually for two years, both of which will star Jennifer Jones, first in "Tender Is The Night," based on the Scott Fitzgerald novel. Conceived by 20th-Fox president Spyros P. Skouras, the agreement was worked out by him with David O. Selznick.

New Booking Combine Formed In N. Y. Area

NEW YORK—In order to streamline buying and booking and to effect thereby economies in theatre operation and distribution, three independent operators in the area, representing some 100 conventional and outdoor situations, last week formed a common buying and booking service. Scheduled to combine their facilities in New York headquarters on March 1 are Walter Reade Theatres, Wilbur Snaper Theatres, and houses represented by Independent Theatre Service, which will be amalgamated to form Triangle Theatre Service.

In a joint statement issued to the industry press in the course of a luncheon in Sardi's Restaurant, Walter Reade, Jr., Wilbur Snaper, Independent vice-president Irving Dollinger, and the Reade circuit's Jack P. Harris, vice-president in charge of film buying, cited some of the advantages of the new operation, to be headed by Dollinger, Snaper, and Harris. Among these were the economies to be realized with one office facility only instead of three, and combining advertising and promotion "to achieve the maximum grosses with minimum expenses." It was further noted that the combine could better serve all theatres concerned, since they are geographically interrelated, and that it may facilitate better clearance and playoff, while simultaneously helping distributors to modernize exchange operation and possibly improving the print situation.

It was emphasized that Triangle was not formed for the purpose of bringing pressure to bear on distributors for better terms or other concessions, particularly in view of the fact that the theatres need every film available. The cost of operating the service will be met by charging each theatre a fee for the service rendered, and it was made clear that any operator in the metropolitan area who wishes to join is welcome to avail himself of the organization's services.

Management, Dissident Each Name Six Members; Reid 13th Director; Vogel Only Employee With Board Seat

NEW YORK—A slate of 13 directors, acceptable to contending interests within the company, was nominated last week by the board of Loew's, Inc., for presentation to stockholders at the annual meeting on Feb. 28. It was understood that the slate proposes six nominees of the management and the same number put forth by Joseph Tomlinson, largest individual stockholder, who has been critical in recent months of the Loew's management. The 13th, and pivotal director accepted by both sides for nomination, is Ogden Rogers Reid, president and editor, New York Herald Tribune, whose name was suggested, according to reports, by the investment banking firm of Lehman Brothers and Lazard Freres, which represent one million aggregate shares.

In addition to Reid, the first newspaper publisher to play a large part in industry affairs since the late William Randolph Hearst, the only other name on the slate new to the industry is Louis A. Johnson, former Secretary of Defense, now a partner in the law firm of Sheptoe and Johnson. The board will be further distinguished by John L. Sullivan, former Secretary of the Navy, a holdover from the present board, and Frank Pace, Jr., former Secretary of the Army, now a vice-president, General Dynamics Corporation.

Nominees suggested by Tomlinson, in addition to Johnson and himself, are Fred Florence, president, Republic National Bank, Dallas; Kaufman T. Keller, former Chrysler Corporation board chairman; Ray Lawson, chairman, Lawson and Jones, Ltd.; and Stanley Meyer, former television producer and motion picture executive.

Names originating with management, in addition to president Joseph Vogel, Pace, and Sullivan, are George A. Brownell, a partner in the law firm of Davis, Polk, Wardwell, Sunderland, and Kiendel; George L. Killion, American President Lines president; and William A. Parker, board chairman, Incorporated Investors.

Carter Joins PR Firm

LOS ANGELES—Cleary-Strauss and Irwin, national public relations firm, announced the appointment of Richard Carter as a vice-president. Carter will headquarter in Hollywood as account supervisor on television and motion picture accounts.

Carter resigned as senior account executive with the Arthur P. Jacobs Company where he has handled TV and motion picture accounts for the past two and one-half years.

A veteran of 12 years in the film industry, where he has held positions with Warners, RKO, and Look Magazine, Carter was previously active in New York advertising and publishing circles.

AA Will Release 36 To 40 In '57, With Half From Indie Producers

NEW YORK—Steve Broidy, president, Allied Artists, following a series of home office meetings recently, announced his company would release between 36 and 40 features in 1957. It is hoped to keep the program flexible enough so that adjustments either upwards or downwards can be made every three months. Twenty of the announced features are already in the can or in production at present.

Half of the features will be coming from independents with whom AA is co-operating in the financing. The company will continue to expand the open door policy for the indie producer with lots of interest present in this type of operation. It is expected that four or five more will be released this year as compared to last, with budgets ranging anywhere from a nominal sum to three millions per film. At least three or four of the higher priced features are to be released this year.

The company's most recent high budgeted feature, "Friendly Persuasion," which cost \$3,400,000, is expected to gross at least four millions in the U. S. alone. Broidy reported it has been showing fair to good in the exchange cities, while elsewhere it is performing excellently. He reported the public has taken it to its heart, and he was grateful to exhibitors who stood by the film until it proved itself.

Broidy also noted that the company intended to pay more attention to giving their product more saleable titles than in the past, stressing that titles play an important part in the selling of the films. He recalled that the old Monogram Pictures sold lots of product via title alone. He cited the new Production Code and its recognition of changing times as beneficial to public and industry alike.

The company will continue to buy out franchise holders until it has its own exchanges everywhere, but the company will not assume the product of any other company for sale and distribution. Allied Artists, he reported, has abandoned plans to build a new studio, feeling that the present space is adequate for the program planned. It is planned to expand the operations of its TV subsidiary, Interstate Television, with new productions and new series. There will also be a number of imported productions distributed during the year through its other subsidiary, Stratford Films, which has been handling mostly British films.

Also attending the conference were Morey Goldstein, Edward Morey, Norton Richey, George Burrows, Lloyd Lind, and Martin Davis.

Features on the 1957 production-distribution program include "The High Terrace," "Chain Of Evidence," "Gun For A Town," "Attack Of The Crab Monsters," "Not Of This Earth," "Bad Men Of Colorado," "Hold That Hypnotist," "Jeannie," "Footsteps In The Night," "Dragon Wells Massacre," "Daughter Of Dr. Jekyll," "The Oklahoman," "Crime Beneath The Sea," "Rebel On Wheels," "Love In The Afternoon," "Bowery Boys No. 1," "Badge Of Marshall Brennan," "Dino," "Hot Rod Rumble," "Golden Disk," "The Victor



Allied Artists' 1957 program will include 36 to 40 features in all budget categories, ranging up to \$3 million, it was announced recently by president Steve Broidy, left, at a home office press conference. Also seen are George Burrows, executive vice-president and treasurer, and Norton V. Ritchey, vice-president.

White Joins Warners

NEW YORK—Sid White, who has handled TV placements for Warners as a member of the Blaine-Thompson Company for the past six years, joins the Warners home office publicity department in charge of all TV-radio activities, it was announced by Meyer M. Hutner, national publicity manager. In addition to utilizing these mediums for the promotion of Warner Bros. pictures and players, White's duties will include the publicizing of the company's over-all TV production program, such as "Cheyenne," "Conflict." TV commercials, and other related activities.



WHITE

Bogart Dies Of Cancer

HOLLYWOOD — Humphrey Bogart, 56, Academy Award winner in 1951 for his performance in "African Queen" and a veteran of 24 years on the screen, died last week of cancer, from which he had been suffering for one year. Surviving are his widow, the former Lauren Bacall, and two young children, Stephen and Leslie. Mrs. Bogart requested that floral tributes be omitted and that funds be donated to the Cancer Society.

Riesel Story," "Hunchback Of Notre Dame," "Branded Oman," "Thin Air," "Trouble In The Territory," "Bowery Boys No. 2," "New Day At Sundown," "Death In Small Doses," "Queen Of The Universe," "Hit And Run," "Quantrell's Raiders," "Teacher's Helper," "Voodoo Man," "Move Over, Darling," "The Long Haul," "The Rifle," "The Seventh Fleet," "Counter Punch," "Chisera," "Yellow Knife," "Rio Bravo," "Desperate Women," "The Incredible Yanqui," and "Jack Slade In Montana."

Sweepstakes Progress Reported To PR Unit

NEW YORK—While other projects in the over-all industry public relations program are still in the discussion stage, definite progress was reported last week in the setting up of the Academy Awards Sweepstakes.

Reports on the progress of the Sweepstakes preparations highlighted a meeting of representatives of the COMPO press relations committee and the MPAA business-building committee, which was also attended by Wilbur Snaper, representing National Allied.

The group was told that letters outlining the sweepstakes plan had been sent to all COMPO member organizations, whose approval must first be obtained before the promotion can be undertaken as a COMPO enterprise.

The pressbook for the Sweepstakes is now in work, it was reported, and Jane Russell has consented to appear in a trailer that will announce the Sweepstakes to theatre audiences. The field exploitation men of eight companies have been enlisted as a group to spearhead the solicitation of exhibitor participation in each exchange area and to help exhibitors in staging the Sweepstakes. Company tie-up contacts will be asked to promote prizes that can be added to the prizes to be promoted by exhibitors in connection with the effort.

One of the topics discussed at the meeting was the MPAA committee's plan for a Hollywood Golden Jubilee celebrating this year as the 50th anniversary of the first motion picture produced in Hollywood. It was decided to drop the word Hollywood from the title and call the celebration the Golden Jubilee of Motion Pictures. The title will act as an over-all cover for whatever projects are adopted for the year-long promotion program.

Harry Mandel, chairman, COMPO press relations committee, who presided, was authorized to name a committee to work out a plan for financing the program and report back to the committee.

Charles E. McCarthy, COMPO information director, was authorized to solicit the assistance of theatre men throughout the country who have been the mainstay of previous COMPO efforts, both for tax relief and in promotion activities. Mandel pointed out that the Audience Awards planning committee, made up of theatre advertising people from various parts of the country, had performed an excellent job in mapping out details for last year's Audience Awards. This committee was composed of Mrs. Alice N. Gorham of Detroit, Ralph Russell of Canton, O., Paul Levi of Boston, Emil Bernstecker of Atlanta, Senn Lawler of Kansas City, and Paul Lyday of Denver. Mandel also said COMPO tax committees also had demonstrated repeatedly that they can be of immense service to the industry in nation-wide promotions.

Those attending the meeting were Mandel, Harry Goldberg, Ernest Emerling and McCarthy of the COMPO press relations committee, Si Seadler, Al Tamarin, Jeff Livingston, Taylor Mills, Charles Cohen, Eddie Solomon, and Max Stein of the MPAA group, and Snaper.

DCA Will Operate Its Own Exchanges

NEW YORK—To meet the demand of exhibitors for product "that will pull audiences away from TV sets and into theatres," Distributors Corporation of America is undertaking a general expansion of production activities, together with complete reorganization of its distribution network, it was announced last week by DCA president Fred J. Schwartz in the course of a press conference. The executive described the project as "an indication of faith" on the part of the company in the future of the industry.

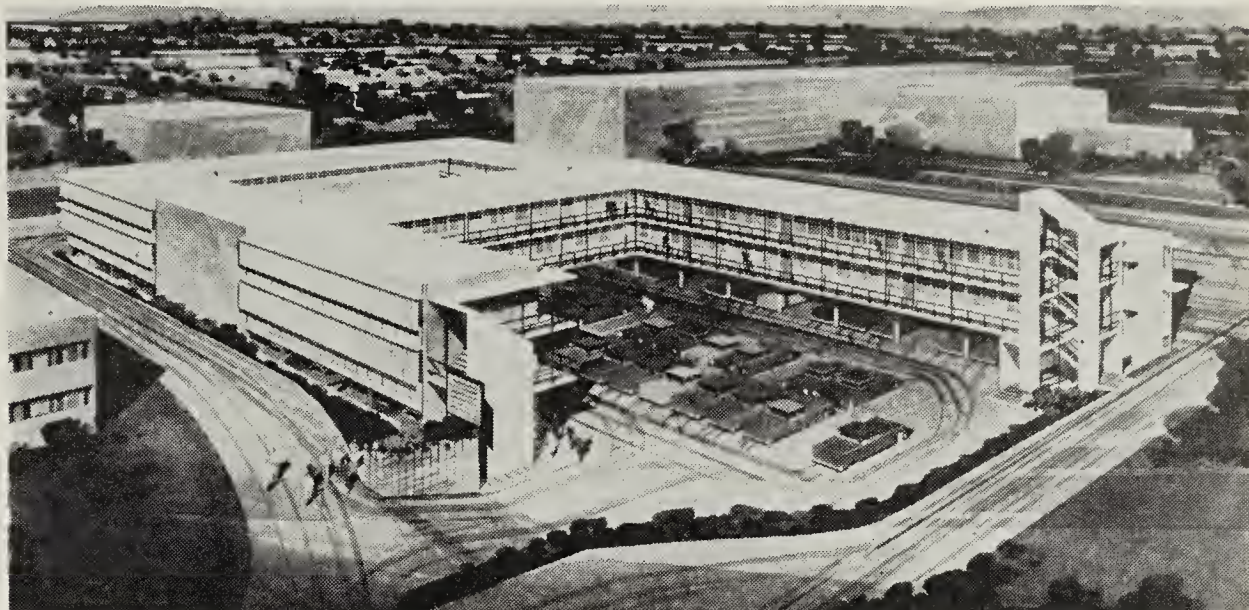
In outlining an expanded release schedule of 23 features this year, Schwartz explained that the goal of DCA is the establishment of a distribution policy providing for the annual release of three to five "A" features; four to six films of the exploitation variety, primarily directed to teenage audiences and to be released in two or three packages; and 10 to 12 high rating foreign films. The co-production program in 1957, Schwartz disclosed, will more than double that of last year, with the result that the company's 1956 gross could be exceeded "by as much as 300 per cent." All product, he added, will be backed by heavy promotion and merchandising activity.

To complement the production program, DCA will revise its distribution setup by replacing sub-distributors with new exchanges of its own, Schwartz went on, enabling the company to offer attractive deals to foreign producers at a time when their product is growing in popularity in the domestic market, partly the result of a slowdown in Hollywood production.

The 10 exchanges to be set up, under the supervision of general manager Irving Wormser and general sales manager Arthur Sachson, will be located in Boston, New York, Philadelphia, Washington, Chicago, Cincinnati, Des Moines, Los Angeles, San Francisco, and Seattle, under branch managers Al Herman, Ira Michaels, Hy Bettinger (for Philadelphia and Washington), Clarence Phillips, Murray Baker, Bert Thomas, Jerry Persell, Joe Emerson, and Charles Rosemeyer, respectively. Bettinger, in addition to serving as branch manager in two cities, will serve also as district manager in his territory. Other district managers are Baker and Phillips; in Los Angeles, Hugh Braly will serve as district manager, while Glenn Fannin will occupy the same post in Dallas, where the company does not yet have its own exchange facilities.

A tentative DCA release schedule for the first five months of this year includes "John And Julie" and "The Coddly Story" in January; "The Widow," "The Baby And The Battleship," "Gold Of Naples," "Bermuda Affair," and "Loser Takes All" in February; "Scandal In Sorrento," "Hill In Korea," "Monster From Green Hell," and "My Teenage Daughter" in March; "Their Greatest Glory," "Every Second Counts," and "Miller's Beautiful Wife" in April; and "Rouge Et Noir" in May. "Bermuda Affair" and "Monster From Green Hell" were co-produced by DCA with Bermuda Film Studios and Gross-Krasne Productions, respectively. The foregoing product, like that to follow after May, has been turned out primarily by

Warners Expanding TV Activities With New \$600,000 Cal. Building



M.O.D. Honors Goldenson With Humanitarian Award

NEW YORK—The Humanitarian Award for 1956 of the March of Dimes will be presented to Leonard H. Goldenson, president, American Broadcasting-Paramount Theatres, by Basil O'Connor, president, National Foundation for Infantile Paralysis, it was announced last week. A testimonial dinner for Goldenson will be held in the Grand Ballroom of the Waldorf-Astoria Hotel on Feb. 18, at which time the presentation will be made, in recognition of the executive's activities on behalf of humanitarian causes.

Honorary chairman of the testimonial is Richard C. Patterson, New York City Commissioner of Commerce and Public Events, while the dinner committee is headed by Spyros P. Skouras, 20th-Fox president, the recipient of the 1955 Award. Leon Leonidoff, vice-president and stage producer, Radio City Music Hall, is in charge of the entertainment program.

Employee Dismissal Upheld

HOLLYWOOD—The U. S. District Court in San Francisco last fortnight upheld a lower court decision which confirmed the right of RKO to dismiss director and producer Adrian Scott for refusal to answer questions with regard to his connection with the Communist Party.

foreign producers. Already in release for this year is "Rock, Rock, Rock."

Schwartz closed his remarks with the recommendation that the Production Code Administration create a system whereby it could classify films as suitable for either adult or general patronage, adding that the Code should be revised to permit the PCA to approve pictures made for the adult market only. He also urged expansion of the group to include representatives of exhibition and other groups whose opinions, he felt, could be vital in helping the PCA to discharge its duties.

BURBANK, CAL.—Jack L. Warner last week announced that plans have been completed for immediate start on a major building program at Warner Brothers Studios to provide additional office space and production facilities for Warners' rapidly expanding television activities.

Construction, Warner said, will start early in February on the first building, a two-story and parking level structure of ultra-modern design to be built at an estimated cost of \$600,000. Occupying 135 by 240 feet in the northeast section of the studios, this building will contain 26 office suites with a total of 130 spacious offices. It also will house 26 fully equipped film editing rooms and four complete projection rooms.

The first of the new buildings is planned to accommodate the independent producers of filmed programs for the ABC television network, as well as provide added facilities for the studios' own television division, which currently produces "Cheyenne" and "Conflict" and has announced a greatly expanded program for the coming season.

Architects Hutchison, Kinsey and Boeke of North Hollywood designed the building which launches the Warner construction program, with Bertram Tuttle, head of the film studios' art department, serving as consulting architect.

Further plans, Warner stated, call for additional building to enlarge the studios' present television and laboratory structure. These plans provide for extension of the present building over a considerable portion of the area now serving as a studio parking lot.

RKO's Dervin Dies

NEW YORK—Francis P. Dervin, 56, assistant to Edward L. Walton, RKO Radio vice-president, died suddenly of a heart attack in his sleep last week at the Park-Sheraton Hotel.

Dervin whose home was at Brookline, Mass., was an industry veteran and came to RKO in 1953. Before joining RKO, Dervin was district and branch manager for Republic in the New England territory for nine years, serving in Boston, Albany, and New Haven. Prior to that, he was with Universal, serving with that company for 13 years.

Surviving are his wife and a brother.

The International Scene

Canada

Wreckers' Hammers Mark End Of Era

TORONTO—The wreckers' hammers took over at Shea's Hippodrome here when the last curtain rang down. The 2,386-seat house is to be replaced by a civic underground parking lot and eventually a new city hall.

Manager Len Bishop transferred most of his staff to the dual-auditorium Hollywood, which along with the Runnymede and Palace took over the first-run policy of Shea's.

Names of those who have appeared at the house read like a who's who of show business. There have been Jack Benny, Fred Allen, Bob Hope, George Burns and Gracie Allen, Edgar Bergen and Charlie McCarthy, Olsen and Johnson, to name a few.

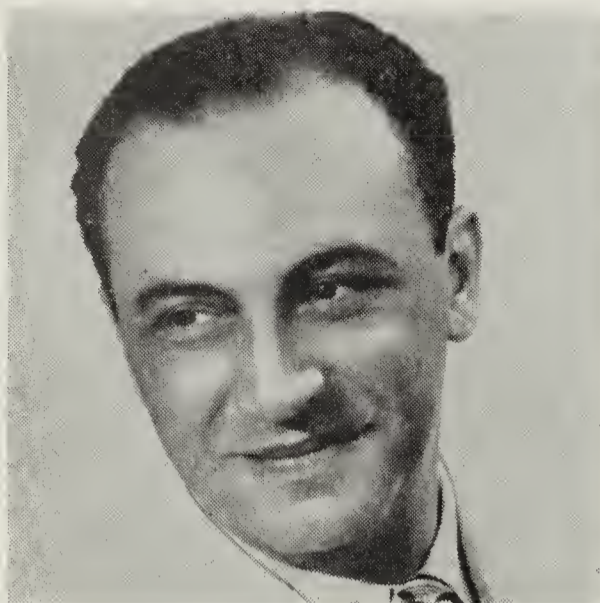
The house was opened in 1914 and until 1927 was part of the Family Time Vaudeville circuit. In 1927, it joined the Supper Time circuit. It featured vaude until early in World War II. Its talkie equipment was installed in 1929.

The house has always been known as the house of headliners, and only a few weeks ago was in the newspaper headlines itself when thousands of rock 'n' roll fans bombarded the house for "Love Me Tender," Elvis Presley starrer. Now the only noise on the stage of the house will be the clanging of the hammers of the wreckers. And among those items for salvage and sale is a theatre organ.

Canadian Comment

Indicative of how important TV has become in this country is the report by the Dominion Bureau of Statistics that more than half Canada's estimated 3,974,000 households were equipped with TV sets at the end of September. The Bureau also estimated that 96 per cent of all households, or 3,817,000, had radios, up slightly from last year. It was estimated that 54 per cent, 2,132,000, had TV sets, compared with 39 per cent a year ago. Of Ontario's 1,370,000 households, 915,000 had TV sets, 1,314,000 radios. In Quebec's 1,045,000 households, 671,000 had TV sets.

Top prize money given out by Famous Players was \$50 to Bill Burke of the Capitol, Brantford, for the best all around effort, with special emphasis on "Bridey Murphy," "Love Me Tender," and other promotions. Two awards of \$35 each were given to Len Bishop for his efforts at Shea's and Ivan Ackery of the Orpheum, Vancouver. Eight awards of \$25 each were handed to a group topped by Zara Ellwood, Capitol, St. Thomas, Ont. Others on the \$25 list were Freeman Skinner, Paramount, Halifax; Hilary Howes, Capitol, Halifax; Doug Mickelboro, assistant, Tivoli, Hamilton; Walt Bennett, Capitol, Vernon, B. C.; Harry Wilson, Capitol, Chatham; Jack Mahon, Orpheum, Prince Albert; and Eddie Lamoureux, Palace, Windsor. Don Edwards, Tivoli, Hamilton,



John Lefebre, general sales manager for 20th-Fox for Continental Europe and the Near and Middle East, was recently appointed managing director of the countries comprising these territories, with headquarters in Paris.

topped the group of five winners of \$15 each. Others were Doug Shackelford, Paramount, Lethbridge; Jack Heaps, Metropolitan, Regina; Len Turaldo, Capitol, Brandon; and Bob Nelson, Broadway, Timmins. Three awards of \$10 each were given Murray Summerville, Algoma, Sault St. Marie; Frank Sabatini, Lake, Fort William; and Gordon Carson, Fort, Fort William.

Freeman Skinner was elected president, Halifax Theatre Managers Association, succeeding James McDonough. Albert Toms is vice-president and Carleton Brown secretary-treasurer. Directors include Peter Herschorn, Hillary Howes, and Albert Ellis.

CINE CHATTER: A \$400,000 shopping center in Regina, a venture of Nipawin Theatres Ltd., of which Leonard Reinhorn is president, was begun recently. The center will be a one-story structure covering an area of 23,000 square feet. . . . Glen W. Peacock, owner, Isis, Calgary, was elected an officer of Rotary International, world-wide service club organization, for the 1956-57 fiscal year. He is chairman of the Canadian Advisory Committee of Rotary International and

Par. Names Gordon To New Latin Post

NEW YORK—Henry B. Gordon, Paramount International executive with more than a quarter of a century of sales and distribution experience in Europe and South and Central America, has been



GORDON

named by executive vice-president James E. Perkins as Latin American division manager for the company.

Announcement covers all of the countries of South and Central America, and the Caribbean, with the exception of Mexico. This republic remains a separate entity, and will be under the complete jurisdiction of Arthur L. Pratchett, who has retired from the arduous duties of administering all of the Latin American territory in order to confine himself to Paramount administration in Mexico.

Gordon has been a Paramount representative in almost every Latin American country during the past 20 years, beginning in Panama in 1936. Prior to that time he had been the company's sales manager in Germany, with additional duties carrying him into many of the European countries. After Panama he was successively in Trinidad, Venezuela, Guatemala, and several other republics, attaining eventually the post of managing director in Argentina, with his territory also including Uruguay and Paraguay. From this post he was brought to New York where he became general representative, functioning under George Weltner, president, Paramount International.

a member of the nominating committee for president of Rotary International in 1957-58. . . . Following presentation of \$250 in the Movie Game contest, manager Don Dickerson, Centre, Pembroke, announced that the theatre, a unit of 20th Century Theatres, has discontinued the competition. . . . A visitor to Toronto was Ross McLean, who quit in 1950 as commissioner of the National Film Board.

—HARRY ALLEN, JR.



MGM's goodwill ambassadors from Japan, four hostesses from the Japan Air Lines, on tour on behalf of "Teahouse Of The August Moon," recently visited Canada for several days and are seen in the chambers of Ontario Premier Prime Minister Leslie M. Frost, who accepted a scroll and laquer bowl from the girls as E. Uishida, Japanese vice-counsel, extreme left, looked on.

ONE IN A SERIES OF ADS FOR AN UNUSUAL AND VERY DIFFERENT MOTION PICTURE

Hour
after
hour
he gets
smaller
...smaller
...smaller
and
moment
by moment
the
suspense
mounts!



A FASCINATING ADVENTURE INTO

THE UNKNOWN!



THE INCREDIBLE
SHRINKING MAN

starring

GRANT WILLIAMS • RANDY STUART
with APRIL KENT • PAUL LANGTON • RAYMOND BAILEY

FROM **U-I** THE EXCITING COMPANY

DIRECTED BY JACK ARNOLD • SCREENPLAY BY RICHARD MATHESON • PRODUCED BY ALBERT ZUGSMITH

SHOWMANSHIP SWEEPSTAKES

1957 SERIES

Finalists In Contest No. 4

George Nonamaker

Editor

Opposition Only Spurs Small Town Showman

PHILADELPHIA — Small town operator Sam Wormus, Rialto, Loveland, Colo., emerges this week's SHOWMANSHIP SWEEPSTAKES \$100 winner with an entry explaining how he turned some hefty opposition his way by participating in the activity to his own advantage.

Some pointers on how to sell a football rally at a drive-in; how to run a glamour girl contest; and even how to cooperatively exploit some concessions items for extra profits are among the other entries of the week.

WINNING ENTRY

"IF YOU CAN'T BEAT 'EM; JOIN 'EM!"

Submitted by Sam Wormus
Rialto, Loveland, Colo.

800 seats • 60 cents top admission
General patronage.

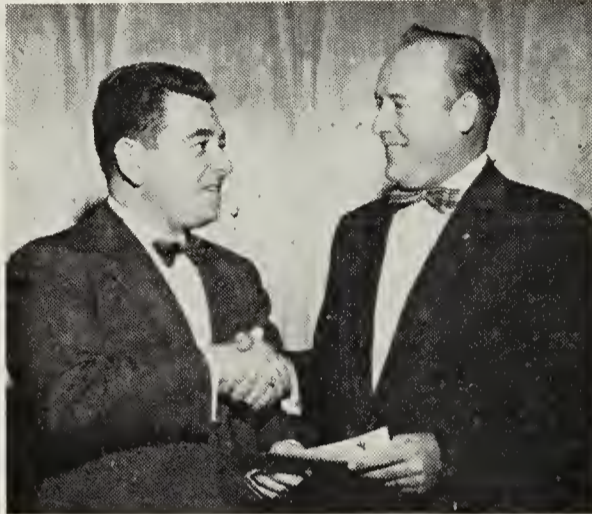
Late in August is the time of year in the west when it's rodeo time.

We in Loveland, which has a population of about 9,000, have the county fair with our rodeo, so the competition is pretty terrific; and, usually, the theatre might just as well close up. This year, however, I decided to test the truth of the old saying: "If you can't beat 'em, join 'em"; and by doing just that things worked to an astounding advantage.

We had United Artists' "Trapeze" booked day and date with the fair and rodeo for four days and then one day without competition to round out a five day run, so here's what I did.

First, I tied in with the local Norge dealer with the free circus campaign listed in the press sheet and planned to give two away along with free balloons and comics, all supplied by Norge. I advertised for all the kids to fix up a clown costume and the one judged best in the boy and girl categories would win prizes. I then instructed the kids to meet at a certain spot, where I met them and we paraded through town and into the theatre where I had their pictures taken just before opening. The comment was colossal and the biz just as good.

Second, we thought we had better have a float in the big fair parade so I got out the kid's swing set and made a trapeze, dressed the front with a circus tent and the sides with ample advertising for the show and ended up with the winning float in the commercial section plus perfect advertising to 10,000 people. The float



Winner of a Florida exploitation contest on MGM's "The Opposite Sex" is Keith Hendee, manager, Gateway, Fort Lauderdale. Hendee, right, was presented with a \$25 U. S. Savings Bond by Norm Levinson, MGM press representative, for the best campaign submitted. Wometco Theatres matched the award with an additional \$25 Savings Bond.

cost \$33 and we won a \$35 prize.

Third, I held a special kids' day matinee Tuesday when the theatre gave away two more circus sets, free balloons, comics, etc. Opening day I thought we had every kid in town; but Tuesday we played to many of the same and a few extras.

Fourth, I ran the usual amount of newspaper and radio advertising; and plastered the town with six-sheet boards, window cards; and put heralds on all cars at the fair grounds parking area.

All in all I spent \$75 on the promotion and won \$35 of that back.

The prize money, incidentally, went for a party in return for all the help given me by my staff.

RUNNER-UP NUMBER 1

FOOTBALL RALLY BENEFIT

Submitted by D. L. Hull
Star-Lite Drive-In, Plant City, Fla.

294 cars • 50 cents per car top admission
General patronage.

At our small drive-in we have established a Family Night, at which we get 90 cents a carload admission. The bargain rate, of course, helped out considerably and we were doing okay for awhile, until we realized things were in need of a little extra push or boost.

In looking around for a gimmick, we hit one one that proved a financial success for us and one which might help others, so we hasten to pass it along.

During football season we try to cooperate with the local high schools as much as possible. One of them in our area was desirous of getting new uniforms for their band. We came to their rescue, so to speak. We let them sponsor a program

on Thursday night. We furnished them with 700 tickets to be sold in advance by members and gave them 50 per cent of the proceeds. In other words, a 50/50 benefit.

Along with this same deal, we contacted the football coach and arranged to stage a football rally on the same night, which was just before their homecoming game. The coach was much in favor of the idea and we took off.

I booked a flat rental picture plus a cartoon carnival in lieu of a second feature; and we had the high school band, cheer leaders, most of the pupils present as well as the coach and his football squad. At intermission time, we had a 45 minute football rally that wouldn't quit.

Needless to say we did a capacity business boxoffice wise and also our concession did almost three times our average.

All in all, it was a big success. The band got started on their new uniform drive in a big way, and sported the new uniforms two weeks later. In addition to doing capacity business, we know we were able to get people back in our drive-in that haven't been there in a long, long time. Incidentally, we showed all the trailers on coming attractions, policy, etc. that we had in the booth that night.

Our family nights have built up and other nights as well. We augmented our advertising a bit on the football rally stunt, buying 20 spots on local radio station; and featuring it in a few extra lines in regular newspaper advertising. The special tickets and all expenses didn't run over \$40.

RUNNER-UP NUMBER 2

GLAMOUR GIRL CONTEST

Submitted by Melvin Katz
Embassy, Johnstown, Pa.

1400 seats • 75 cents top admission
General patronage.

Consistently over the years this has been one of our most successful promotions. Up until two years ago, in cooperation with radio station WARD and WARD-TV, we ran the "Mrs. America" Johnstown finals. Due to the loss of the franchise, we changed the format and instituted GLAMOUR GIRL CONTEST on a yearly basis. In spite of the change of name, we've been very successful in all ways with this type of promotion here.

Contest particulars broke two months in advance via radio, television and theatre to line up the contestants. This contest is open to all women, single or married, 18 years of age and over. It is based on beauty, poise and personality.

The radio and TV stations carried announcements on the contest, giving full credit to the theatre as the final staging place. The theatre ran a screen trailer announcing the event, and other advertising.

The merchants in town were contacted for the awards and in return they received radio and TV mention. We were able to promote over \$1,250 in awards, in addition to a TV contract for one year from WARD-TV and a season guest ticket to the theatre. All contestants received a box of candy and a special package from Bestform, foundation garments.

THE WONDERS OF NATURE'S PLAYGROUND...ON LAND--AND UNDERSEA!



WRITTEN BY OWEN CRUMP AND CHARLES L. TEDFORD · PRODUCED BY CEDRIC FRANCIS · DIRECTED BY ANDRE DE LA VARRE

A BIG WARNER BOOST FOR YOUR SHOW

and!!!!!! **15**!!!!!!!

BIG WARNER PRIZES FOR YOUR SHOWMANSHIP!

15 THEATRE MANAGERS *and their wives* WILL LIVE LIKE KINGS!

TWO FREE WEEKS IN THE ROYAL SPLENDOR OF THE TOP HOTELS IN **MIAMI!!**



Arrangements were made to photograph all contestants in bathing suits at no cost to them; and from these photographs the preliminary panel of judges selected the finalists. Interviews with the preliminary judges at the radio station were a factor in the selection of the finalists.

Two weeks before the final judging, the radio and TV station stepped up their announcements mentioning the finals to be held at the theatre. Three weeks before at the theatre we changed screen trailers informing the public of the date, etc., and supplemented this with a lobby board, etc.

On the night before the final judging at the theatre, all the finalists appeared on WARD-TV, with full credits to the theatre for the finals.

Newspaper ads broke three days before; and also stories, which appeared daily thereafter and included photo of winner.

The night of the finals, we supplemented the beauty parade with a special all day preview of a brand new picture; and also on stage we presented a musical trio for entertainment. The entire program was broadcast over WARD radio.

There were 10 finalists, narrowed down from 35 photos. The previous year's winner presented the winner, Mrs. Carol Helman, 18, whose measurements are 36-24-36, with a floral bouquet, and the show was handled by radio and TV station master of ceremonies, Joe Cavanaugh.

Local interest in the contest ran high and business reflected top interest. The picture was appropriately enough, 20th-Fox's "Abdullah's Harem."

RUNNER-UP NUMBER 3

THE ARMED FORCES WILL COOPERATE

Submitted by Joseph E. Murdock
Ohio, Mansfield, Ohio

1320 seats • 75 cents top admission
General patronage.

The Armed Forces will cooperate with you on exploitation, particularly the recruiting branches of the various services; but, as many theatremen already know, sometimes they are pretty hard to contact.

When I had Warners' "Toward The Unknown" booked, I started a one man campaign to tieup with the air corps and three weeks in advance of playdate I began making "contact." I do not have to tell you how many offices I had to go to; and how discouraging those first two weeks were.

Finally, I contacted the very top brass at the Shelby Air Depot; got the green light; and the next day I had so much



The main window in Woolworth's store in downtown Easton, Pa., recently featured a display on Warners' "Giant," arranged by State manager J. F. Osterstock.

equipment unloading in front of the theatre that I had to call the traffic bureau, and make quite a production out of having police direct traffic, which really became quite a problem for about an hour.

In addition to sample uniforms, "pressure suits," etc., we had in our lobby display giant airplane tires; a board on which was mounted various insignia; etc., while outside we had on display a B-61 Martin Matador guided missile. This missile, when guided from the ground or an airplane to its destination, is capable of carrying an atomic war-head. This was mounted on a flat trailer-truck and proved to be just about the biggest and most sensational, traffic stopping exhibit ever used locally by a motion picture theatre.

We made the Mansfield News-Journal with three-column art on the display; and the tieup and exhibit created more interest than any other advertising used in a long, long time.

RUNNER-UP NUMBER 4

"SWEET" PROMOTION

Submitted by W. S. Samuel
Texas, Dallas, Texas

2000 seats • 60 cents top admission
General patronage.

The sales manager of the Beich Candy Company and myself cooked up a nifty promotion for this house and six others in Dallas, which might be duplicated elsewhere if a similar situation developed—that of having the manufacturer interested in making a crash introduction into a new market with his new brand of products.

600 Theatres Express Sweepstakes Approval

NEW YORK—Some 600 theatres, many of them units of large circuits, by last week had expressed the intention to participate in the Academy Sweepstakes, it was learned from Al Tamarin, head of the subcommittee of the MPAA advertising and publicity directors committee which is in charge of the promotion event.

Included in the theatre count are, in Chicago, units of Interstate, Balaban and Katz, and Great States, totaling 118 theatres, as well as S and S and Woods, seven houses; in Kansas City, Commonwealth, totaling 90 theatres; in Michigan, Butterfield, totaling 70 theatres; and, tentatively, Loew's locations in various parts of the country. Fox West Coast has the plan under consideration, Tamarin added, as does the California Exhibitors Association and other organizations.

In addition to domestic participation, Canada has agreed to cooperate with the plan, to be formulated by the MPAA and the Academy of Motion Picture Arts and Sciences, Tamarin disclosed.

Each Saturday for six weeks each of the Rowley Oak Cliff Theatres presented each child attending a full-sized sample bar of the new candies, free. Naturally, all candy counters were well stocked with the new items. On display at the concessions stands were portable television sets, portable radios, portable clock radios, and portable record players—all furnished to us at no charge by the candy company.

The deal works like this: for each five Beich candy wrappers presented a child is given a chance to win one of the awards, all presented from the stage of the Texas at the end of a kid show, with a telephone hook-up with all the other theatres. Due to the law, the winner does not have to be present to win; but the deal sure sold plenty of candy for us.

Publicity on the deal included screen trailer for six weeks; lobby display for six weeks; house to house heralds; news ads and stage plugs. The deal was paid for in its entirety by the candy company, who were more than satisfied with results. It goes without saying that we were satisfied, too, since it gave us a kid giveaway day and a lot of free candy giveaways also at no charge; created extra traffic at our concession stands and actually increased our extra profits.

MOTION PICTURE EXHIBITOR

— AWARDS —

\$100⁰⁰ Per Week

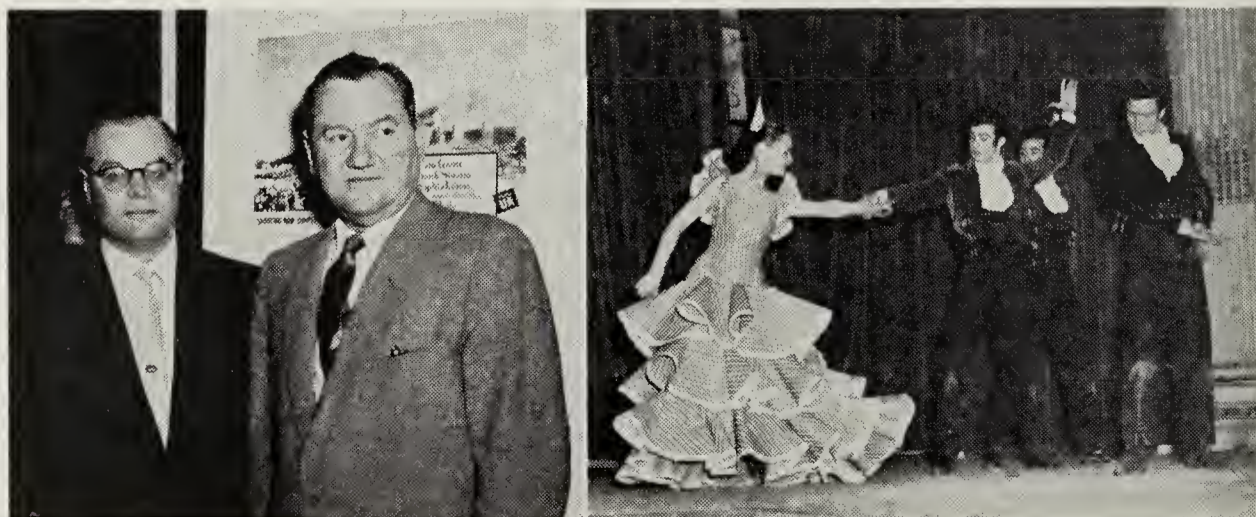
TO THE WINNER

OF

SHOWMANSHIP SWEEPSTAKES

YOU, TOO, CAN COLLECT!

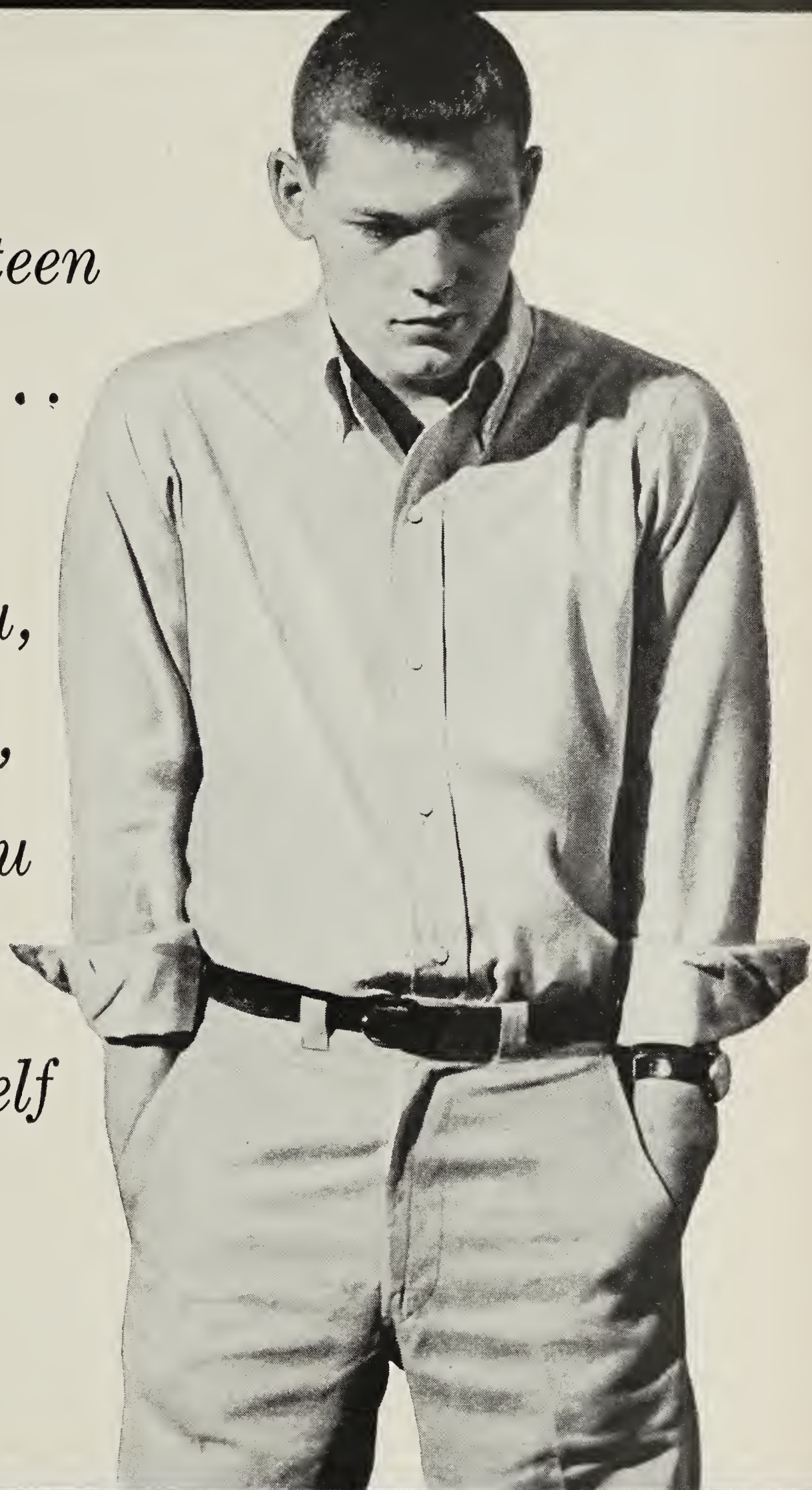
SEND YOUR ENTRY IN NOW!



United Artists vice-president William J. Heineman, right, is greeted by Philip Feibusch, Lowenstein Fabrics executive, at a gala style show in New York's Plaza Hotel, which launched a \$341,000 dress tieup spotlighting Stanley Kramer's forthcoming "The Pride And The Passion," to be released by UA. Right, the Spanish theme is emphasized during the style show.

The word-of-mouth will be TREMENDOUS

*seventeen
isn't an age...
it's an eternity...
nobody knows you,
and worse,
you
hardly know
yourself*



RKO RADIO PICTURES presents

THE YOUNG STRANGER

STARRING
JAMES MacARTHUR • KIM HUNTER • JAMES DALY
WITH JAMES GREGORY • WHIT BISSELL • JEFF SILVER

Written by ROBERT DOZIER • Produced by STUART MILLAR • Directed by JOHN FRANKENHEIMER



Another profit show from the NEW RKO

NEWS OF THE TERRITORIES . . .

MGM Albany Manager Feted On Retirement

ALBANY—The work of the local Variety Club and of other Tents in sponsoring camps for underprivileged boys is an important contribution to the maintenance of the United States as the Gibraltar of the free world, it was stated in an address by Judge Daniel Gutman, counsel to Governor Averell Harriman, at a testimonial dinner for Jack Goldberg, retiring MGM branch manager. Eighty-one industry men and Variety members heard Judge Gutman, chief barker Al Kellert, MGM eastern sales manager Jack Byrne, and Universal branch manager and dinner co-chairman Norman Weitman laud Goldberg. On behalf of Tent Nine and of the diners, Weitman presented the honored guest with a set of driving irons and a golf bag.

Judge Gutman also transmitted a message from Governor Harriman, in which the latter expressed the hope that the paths Goldberg subsequently trod would be most pleasant and most enjoyable, a "recognition of your fine personality." From this, he launched into a tribute to the Variety Clubs, whose objectives and programs he had seen. "Our youth is our greatest hope for our country's future well-being, our chief reliance," Gutman explained. "We cannot, we must not, neglect any of them, if the United States is to continue as the bulwark of the free world."

Albany

The entrance of the State Mediation Board into the controversy between Fabian's Palace and Local 106 over renewal of contract ended a four-day strike which was accompanied by uninterrupted picketing. . . . Recent visitors from New York included Jack Byrne, MGM, and Pete Dana, Universal; from Boston, Joe Gins, Universal; and from Buffalo, Jack Mundstuk and Steve Pirozzi, MGM.

Atlanta

The Crescent Amusement Company has closed the Fifth Avenue, Nashville, Tenn., one of the oldest continuous operations in the south. . . . Doris Graves is the new secretary, Capital Film Exchange. . . . The Crystal, Knoxville, Tenn., is closed. . . . The WOMPI held a special board meeting to implement the Back To The Movies Campaign. . . . Bailey Theatres closed the Augusta Drive-In, Augusta, Ga., because of poor attendance at the

Lake Placid Theatre May Be Shuttered

LAKE PLACID, N. Y.—James McLaughlin, Palace manager, recently recommended to the theatre's president, Henry Uihlein, that the house be closed during the off-season, partly as the result of Catholic Church opposition to many films. He contended that there are not enough features classified "A" by the Catholic Legion of Decency to permit three product changes each week, and said that he did not think that the theatre, the only house in town, should continue to operate at a current loss of \$60 a day.

Queried with regard to the Palace's policy on showing Warners' "Baby Doll," condemned by the Legion of Decency, McLaughlin said that he had not purchased the picture and did not believe he would do so. He added that the theatre has been criticized by Catholic churchmen for showing pictures rated as "B" by the Legion of Decency. Other factors influencing his recommendation, McLaughlin said, were television competition, inertia of the local community, and competition from the neighboring Olympic Arena.

colored situation. . . . H. G. Carmichael, Allied Artists branch manager, Oklahoma City, was a recent visitor. . . . The Coca-Cola Company and the Crescent circuit, Nashville, hosted a party in 10 suburban houses for 8,000 children. . . . Burton Robbins, vice-president, National Screen Service, New York, was here for a sales meeting attended by J. W. Lustig and John Goodenough, Memphis; R. M. Simril and Murray Starr, Charlotte; and Charles Gregory and Sig Vorzimer, Florida.

Boston

B and Q Associates moved its offices from 100 Boylston Street to 286 Harvard Street, Brookline, Mass., where it has taken quarters in the Coolidge Corner Theatre Building. Larry Lapidus, general manager, and John Mahoney, treasurer, and the staff have taken over three offices and a large general reception room. The new telephone number is LO 6-9890. . . . Members of Independent Exhibitors, Inc., of New England who plan to attend the Allied Drive-In convention in Cincinnati, Jan. 29-31, are Edward W. Lider, Norman Glassman, Carl Goldman, Mel Safner, Edward Redstone, and Henry Gaudet, and Philip Lowe, Theatre Candy Company. Julian Rifkin, IENE treasurer, is flying to Cincinnati from Cuba, where he has been vacationing. . . . Under the supervision of John Scully, district manager in Maine, E. M. Loew Theatres, a new service has been initiated in the Fine Arts, Portland. A free coffee bar has been installed with demi-tasse served to patrons during the performances. . . . U-I's "The Great Man" is booked into the Beacon Hill for a February date. Last week, Al Morgan, author of the novel who also collaborated on the script, was to be in town for press, radio, and TV interviews.

Joseph Lourie has resigned as manager, Oriental, Mattapan, Mass., and will announce his new plans shortly. He is being

"Split" Drive-In Finds Some Lively Opposition

CRANSTON, R. I.—A proposal for erection of a drive-in at Harborside Park, precipitated a lively hearing before the Zoning Board of Review recently. The board is being asked by the Berry-Hill Corporation, neighboring Providence, to grant a permit for the theatre screen, only.

Melvin T. Berry, corporation president, told the Board that all but 70,000 square feet of the 900,000 square foot site is in Providence. The board, after hearing two hours of testimony, took the petition under advisement.

About 75 objectors to the petition attended the hearing and more than a dozen spoke against it. They contended that the proposed drive-in would add to existing traffic congestion in the area and would menace the safety of pedestrians. Additionally, they pointed out, it would further decrease the value of private property in the surrounding neighborhood.

Attorneys for the petitioner told the Board it was originally planned to locate the open-airer in Providence, but objections caused a change in plans, resulting in a split location, placing the parking lot, projection-booth, and concession stand in Providence, with the screen to be erected in Cranston.

replaced in the ATC house by Joseph Sullivan, moved up from the Rialto, Roslindale, Mass. George Sweeney will take over for Sullivan from the Jamaica, Jamaica Plain, Mass., with James Barrett, assistant, Pilgrim, stepping in as manager at the Jamaica. . . . Harvey Apell, salesman, became the father of a son. . . . Harry Lamere, Ludlow, Vt., made a surprise visit here, announcing the sale of his Pa-Ra-Mo to Raymond Ellis, Waterbury, Conn., who took over Jan. 1. Lamere has been an exhibitor for 42 years. Under the new ownership, Daytz Theatre Enterprises is continuing to handle buying and booking. . . . Erving Shiffman, 62, booker and office manager, DCA, died at Longwood Hospital during a bout with pneumonia. He had been a salesman for Eagle-Lion, for United Artists, and for IFE before he joined DCA early last fall. . . . Planning to tear down the State, Sanford, Maine, E. M. Loew Theatres reopened the Capitol in the same town, which has been closed for over a year. The house has been re-decorated and refurbished, with a CinemaScope screen added. Bertram Perkins is manager, under the district manager-ship of John Scully.

NEW HAMPSHIRE NEWS—Members of Court Sacred Heart, Catholic Daughters of America, voted to protest any showing of the Warners release, "Baby Doll," in Dover. . . . Evacuation of 500 children took place at the Strand, Manchester, when an anonymous telephone caller told the cashier that he had planted a bomb in the building. Patrons were given passes to the nearby Palace. Police searched the Strand and found no bomb. . . . The bomb hoax was later played on Armand Pepin, manager, Daniel Webster, Nashua, and Frank Eldridge, manager,

IT WON'T TAKE A FULL PAGE AD TO TELL YOU . . .

FILMACK

GIVES YOU The FASTEST and BEST SPECIAL TRAILER SERVICE YOU CAN GET ANYWHERE

630 Ninth Ave. NEW YORK, N.Y.
1327 S. Wabash CHICAGO, ILL.

Two Mass. Measures Affect Film Industry

BOSTON—Two bills have been filed in the legislature under Mercantile Affairs affecting the industry. In one, House Bill 1393, Anthony W. Spadafora, Malden, petitions that theatre operators in cities and towns of over 25,000 shall require a regular police officer to be on duty during performances when schools are not in session, with theatres to pay the expense. Failure to comply would be the cause for revoking the theatre's license. No hearing has been set.

The second bill, House Bill 514, is the perennial bill of Louis Glaser, also of Malden, who petitions that drive-ins be placed under the jurisdiction of the Commissioner of Public Safety at a licensing fee of \$25. In the bill, the Commissioner would have the full power to require such structural changes or other conditions as he sees fit, including changes in exits and entrances in theatres already built or to be erected. Today, drive-ins are under the jurisdiction of local authorities in each city or town. No date for a hearing has been set, but each year, when Glaser has brought up this bill, it has been strongly opposed by the two exhibitor organizations and will be opposed again this year.

Capitol, Concord. Unlike the Manchester incident, patrons could not be routed to another house but had to be given refunds or passes to a later show.

Buffalo

Milton E. Cohen, United Artists eastern and southern division manager, and Gene Tunick, district manager, were in for conferences with branch manager Al Glaubinger. . . . Edward J. Wall, Paramount field representative handling "The Ten Commandments" here, attended the company's sales and merchandising conferences in Philadelphia. . . . The Erlanger, the city's only legitimate house, will become an office building. . . . The Variety Club Women's League held a meeting in the Delaware Avenue headquarters. . . . The Teck has arranged to have the local Greyhound terminal sell reserved seats for the Cinerama "Seven Wonders Of The World." . . . Variety Club past chief barkers Elmer F. Lux, Murray Whiteman, and Billy Keaton were active in planning the Advertising Club's 31st annual supper dance, this year honoring president Glen Gannon. . . . Jim LaFarr, manager, Seneca, Salamanca, N. Y., won first prize of \$100 in a recent contest conducted by the Schine circuit. Bob Anthony, State manager, Cortland, N. Y., won a \$25 U. S. Savings Bond. . . . Charles B. Kosco, 20th-Fox branch manager, screened "Three Brave Men" in the Niagra for an invited audience.

Chicago

The City Council finance committee at Rockford, Ill., voted discontinuance of the city tax on theatre admissions. . . . The Park Forest was refurbished with an 18 by 49 foot screen and new carpeting, provided by Abbott Theatre Equipment. . . . Pete Pisano, Avalon manager, returned to his duties after surgery. . . .

New Variety Officers To Be Feted At Dinner

CHICAGO—The Variety Club of Illinois, Tent 26, will hold its annual installation dinner and smoker on Feb. 1 in the Congress Hotel. Jack Brickhouse, well-known sportscaster, will be guest speaker, and additional sports personalities will participate.

Officers and crew for 1957 who were installed are Louis Reinheimer, chief barker; Nat Nathanson, first assistant; William Margolis, second assistant; Harry Balaban, dough guy; and Sam Levinsohn, property master.

James Coston, circuit owner, gave a dinner party to his staff. . . . Sigler Carey, Stadium owner, took over the Gem, Cairo, Ill., from I. W. Rodgers. The transaction marked the withdrawal of the Rogers family from the industry. . . . John T. Field, pioneer manager, whose last assignment was the Stanley Warner Frolic, died after a long illness. . . . Warners' "Baby Doll" was banned by the Evanston, Ill., censors. Consent was given to U-I's "Written On The Wind." . . . Robert Spanbauer was named Fon du Lac manager by the Alliance Amusement Company.

Mrs. Harry Balaban, wife of the circuit owner, was confined to Highland Park Hospital. . . . The Springfield, Ill., City Council passed an amendment to the city code, reducing theatre payments to \$200 for first runs, \$100 for subsequent runs, and \$40 for outlying houses. The levy had been 50 cents a seat annually. . . . Dave Friedman, Paramount publicist, resigned to form his own company, Apex Attractions, which will handle Modern Film Distributors franchise. . . . Hal Roach Studios opened an office at 221 North La Salle Street, under the direction of James E. Anderson. . . . Balaban and Katz will reopen the Garrick about April 15. The house has been leased as a TV studio for the past seven years. The ornate auditorium and lobby will be completely refurbished, and a resplendent marquee erected.

The Alliance Amusement Company has set up a six zone management system, which replaces the former supervising managers. Heading the new zones are Dan Murray, Fort Wayne, Ind.; Kenneth Boles, Kokomo, Ind.; Edward Kennely, Terre Haute, Ind.; Arthur Arveson, Chicago; Howard Tilley, Logansport, Ind.; and Pete Panagos and Spiro Papas, Chicago headquarters.

Cincinnati

E. C. DeBerry, Paramount branch manager, and Ralph Buring, field exploitation manager, attended a company sales meeting in Philadelphia. . . . E. M. Booth, MGM branch manager, attended a company sales meeting in Pittsburgh. . . . Midwest Theatre Supply staged a two-night demonstration of RCA Super Sinex light system in the Belmont and North Star, Dayton, O., for exhibitors in that area. . . . New officers of Local B-37, IATSE, are president, Laura Finney, 20th-Fox; vice-president, Louise England, States Film; recording secretary and treasurer, David Schriber, U-I; and financial secretary, Thelma Sebree, States

New England Variety Elects Redstone Chief

BOSTON—At the annual election of officers of the Variety Club of New England this month, Michael Redstone, president, Northeast Drive-In Theatres, was elected chief barker.

His first assistant is Kenneth Douglass, president, Capitol Theatre Supply Company; second assistant is George Roberts, treasurer, Rifkin Theatres. Dough guy is Reuben Landau, attorney, and property master is James Mahoney, general manager, Interstate Theatres Corporation.

The canvassmen elected are Theodore Fleisher, James Stoneman, Arthur Lockwood, Arnold Van Leer, Philip Lowe, and Irving Wallens. Philip Smith, president, Smith Management Company is the retiring chief barker.

Film. The executive board is composed of Harry Brinkman, Warners; Margaret Rakel, Columbia; and Lucy Mink, National Screen shipper. Trustees are Clara Supee, States Film; Robert Banker, U-I; and Robert Meyers, National Screen. Sergeant-at-arms is Joseph Mercurio, National Screen, and business agent, John Fressing. . . . Police cars, alerted that a robbery was underway at Jean Harvey's Crab Orchard Drive-In, Berkeley, W. Va., arrived there before two surprised robbers could make off with \$282. . . . T. O. McCleaster, 20th-Fox district manager, was in. . . . Jerry Hancock, formerly with U-I, is now DCA branch secretary. . . . Fay Humphrey is new secretary to Al Kolkmeier, U-I office manager. . . . Irving Tombach, Warners exploitation manager, and Jane Goodpaster were married. . . . Jane Wyman, 20th-Fox clerk, resigned.

COLUMBUS, OHIO, NEWS—Marietta College, Marietta, O., will award an honorary doctor's degree to Rock Hudson at the world premiere of U-I's "Battle Hymn" at Marietta on Feb. 14. . . . Loew's Ohio and Loew's Broad played seven of the 10 best films of 1956 as chosen by Norman Nadel, theatre editor, Columbus Citizen. RKO Palace had first-run showings of the other three. . . . Illness forced cancellation of a scheduled visit of Jana Lund, featured in Columbia's "Don't Knock The Rock."

Cleveland

Local F-5, IATSE, met to reelect the entire slate of officers to serve for two years. They are, president, Edward Graves; vice-president, Arthur Engelbert; financial secretary, Marie Roessel; recording secretary, Grace Dolphin; and sergeant-at-arms, Fred Dzik. John C. Wein, business agent since 1948, was also reelected. Composing the executive board are Betty Bluffestone, chairman; Catherine Chorich, Grace Dolphin, Dzik, Engelbert, Helen Wopperer, and Joe Davidson. . . . Mrs. Ella Sandler, 100, the mother of David Sandler, president, Sandler Manufacturing Company, manufacturers of in-car heaters and speakers, died. . . . The Colony, Toledo, O., was recently the victim of a fake bomb scare, which brought to an abrupt end a special holiday matinee. About 1,000 youngsters left the theatre in an orderly fashion, man-

Cleveland Exhibitors Reelect Greenberger

CLEVELAND—Henry Greenberger, Community Circuit head, was unanimously reelected to serve a third term as president, Cleveland Motion Picture Exhibitors Association, at the annual meeting in the Association assembly rooms. Also unanimously reelected were Joseph Rembrandt, vice-president, and Louis Weitz, secretary. Ted Vermes withdrew his name from the secretaryship, a post he has held several years, and James Kalafat was chosen. The new board of directors is Meyer S. Fine, P. E. Essick, Greenberger, Howard Reif, Vermes, Sam Schultz, Kalafat, Leonard Mishkind, Max Lefkovich, Bert Lefkovich, Marshall Fine, Jack Essick, and Ray Essick.

Mayor Anthony Celebrezze was guest of honor at the luncheon preceding the business meeting. Other guests included judges of the Common Pleas and Municipal Courts; city law director Ralph Locher; Joe Ventura, the mayor's secretary; motion picture critics of the three local dailies, W. Ward Marsh, Plain Dealer, Arthur Spaeth, News, and Stan Anderson, Press; Perry Carter, Local 160, IATSE; and James Noble, Council of Human Relations. Mayor Celebrezze complimented the Association members for their cooperation in constructive civic activities and received from Weitz assurance of continued cooperation.

ager Urban Anderson reports. . . . The property on St. Clair Street, Toledo, occupied by the Granada and five stores, was purchased by the Edward Lamb Realty Company for an unannounced amount.

Dallas

Boxoffice proceeds at the Arapaho Drive-In one night were donated to the band fund of Richardson, Tex., according to Mrs. James C. Roberts, owner and operator. The city was raising \$15,000 to send its high school band to Washington to march in the Inaugural Parade. . . . Fire, whipped by a north wind, gave customers at the Downs Drive-In, Grand Prairie, Tex., a surprise. The screen burned down in a spectacular four-alarm blaze. No one was injured, but scores of motorists who came to view "Fury At Gun Sight Pass" backed their autos swiftly away from the screen as the big outdoor structure went up in a \$15,000 tower of flame. . . . Herb Steinberg and Oscar Morgan, and possibly publicity chief Jerry Pickman, of the Paramount New York office, local Interstate Circuit officials, and Paramount executives will huddle here concerning the forthcoming opening of "The Ten Commandments" in the Palace on Feb. 14. . . . Jack Goldberg, director of distribution, Studio Films, has closed a deal with Film Corporation of America, a Texas corporation headed by Leo Carrillo, which plans to deliver 10 films in the next two years. The first, "I Married Jesse James," will go into production the end of this month. . . . Associated Bookers Consolidated is soliciting financing for the low budget production of four properties they own and plan to make.

Rabbi Opposes Censors, But Hits "Baby Doll"

CLEVELAND—Rabbi Barnett R. Brickner, Fairmount Temple, took Warners' "Baby Doll" as the text of a recent Friday sermon, not on the basis of its theme, but in answer to proposals from several sources for the revival of state censorship of films.

Brickner vigorously opposed attempts to censor the controversial movie, saying "I don't want to ban anybody's right to read a book or see a picture. This is a denial of a human right. I do not believe in censorship. I do not give anybody the right to tell a mature person what is right and wrong for him to read and see."

At the same time, the Rabbi said he wouldn't recommend "Baby Doll" to anyone. "I'm sorry it was produced," he concluded.

Denver

The first installations of the new drive-in screen covering developed by the Motion Picture Research Council, Hollywood, will be at the Apache, Farmington, N. M., and the Sunset, Canon City, Colo. The Council, backed by major studios, has spent four years developing the covering, which is claimed to enhance the showing of films far beyond any covering yet developed. It is made of aluminum, in six-inch squares, with a surface of small ridges and valley, sprayed by fine crystals, and made so that squares interlock. The Council allows no installations unless the entire layout and backing is engineered by them. The Apache, owned by Russell Allen and Kelly Crawford, and the Sunset, owned by George and Harold McCormick, will also boast new screen towers, and the Apache will be made into a twin ozoner, which will more than double the former size of 350 cars. As soon as these installations are made, it is expected there will be pilgrimages of drive-in owners to see the new development. National Theatre Supply is handling the sales. . . . Mary Gray Bayes is doing the campaign for "The Ten Commandments," which will open in the Denham next month. . . . The new 800-seat Woodlawn, Littleton, Colo., will open Feb. 20.

Des Moines

The Evansdale, Evansdale, Ia., vacant for nearly two years, will be reopened with variety-type shows, according to Floyd Warren, owner. . . . Central States Theatre Corporation closed its Zephyr, Burlington, Ia. Jerome Greenebaum, circuit district manager, said a shortage of pictures led to the decision. Central States owns the building, but future plans for the structure were not disclosed. . . . Gene Post, formerly with Universal, has been made a member of the U. S. Embassy Staff in Japan. . . . Johnny Saxon and Sue George were in to promote U-I's "Rock, Pretty Baby."

Iowa-Nebraska Allied, in a bulletin to members, pointed out how two closed drive-ins at Omaha are carrying advertising on outdoor canopies for motion pictures being shown over an Omaha TV station. In addition, the bulletin said that several theatres are also showing trailers

Busy Year Forecast For Denver Variety

DENVER—Variety Club, Tent 37, according to chief barker Jack Felix, will have a busy year. Activities will start Feb. 3, with a Rhumba Night in the clubrooms in the Cosmopolitan Hotel, which will be free to members and their friends. This will be a monthly event for the year, and if enough interest is shown it will be put on twice a month. A three-piece combo band will furnish the music.

A Variety Las Vegas Night is being planned also, with Sydney Shuteran and Marvin Goldfarb in charge. There will be a picnic this summer at the Elitch Amusement Park for members, friends, and children. Special guests will be children from the Variety-sponsored Children's Clinic at the University of Denver.

The annual golf tournament and picnic will be held at the Lakewood Country Club in August. Lakewood boasts one of the sportiest golf courses in the country. On April 22, there will be a party at the Wolhurst Club for men only. Felix says these events are only a starter, and that more will be announced from time to time.

on the screen, advertising the TV movies. The Bulletin wants to know, "what sort of madness this can be for a theatre to advertise to its customers to stay home and see movies on TV." . . . The former Lincoln has been reopened and renamed the Holiday by its new owners, Bob Fridley and Bev Mahon. They also operate the Varsity. . . . Ruby Creighton is the new booking clerk, Warners, replacing Jerrie Nedderman, resigned.

Houston

The Eagle Drive-In has been opened by Lin Harrington, who also owns the Longhorn, Austin, Tex. The new drive-in has a 69 cents a car load policy, the same as the Longhorn. Andrew Argo has been named manager. He was formerly assistant manager, the Longhorn. His wife, Mary, is acting cashier. . . . Wayne Beum took over duties of booker, 20th-Fox, replacing Dean Gibbons, who enlisted in the Army. . . . Arnold Kahn, auditor, was in at the 20th-Fox exchange, according to Henry Harrell, branch manager. Bill Stallings is a new student booker on the staff. . . . A contest was conducted by the Post Oak Drive-In in conjunction with radio station KNUZ, as a promotion stunt for the showing of "Love Me Tender." Jimmy Harris, Post Oak manager, said that winners would be guests of the theatre and be interviewed in person over KNUZ.

Jacksonville

Roy Smith has transferred Ed Sweat from his Tampa warehouse to management of the Atlanta Popcorn and Supply Company. . . . Back from a regional 20th-Fox sales gathering in Atlanta were T. P. Tidwell, branch manager; salesman Marvin Skinner, Walter Powell, and Phil Longdon; and booker Louis Pauza. . . . Carl Carter has extended the facilities of his Ribault Drive-In to a rural Methodist church for regular services on Sunday morning. . . . There are 508 theatres in the

FOURTH ANNUAL
National Allied
CONVENTION

Will be held at

Netherland-Hilton Hotel, Cincinnati, Ohio

January 29, 30, 31, 1957

WIRE, PHONE OR WRITE YOUR RESERVATIONS TODAY

DO IT NOW!

ATTEND WHAT WILL UNDOUBTEDLY BE THE LARGEST—
GREATEST CONVENTION OF ALL TIME . . . A REAL
EXPERIENCE IN ALL PHASES OF THE THEATRE BUSINESS



Send reservation to

DIRECT TO . . . Netherland-Hilton Hotel, Cincinnati, Ohio

RUBE SHOR . . . 1632 Central Parkway, Cincinnati 10, Ohio

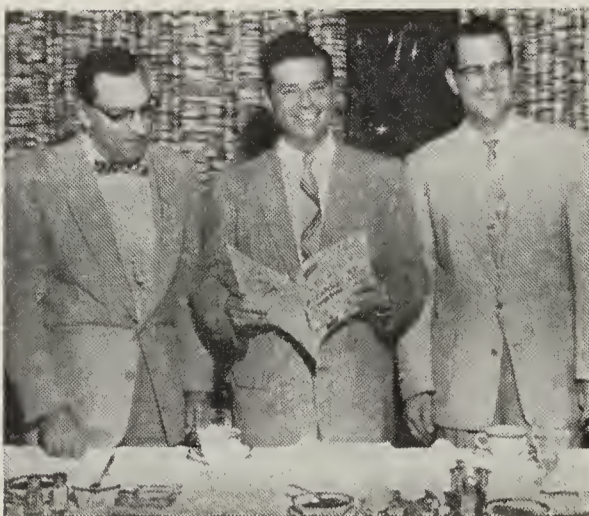


SEE HOW, LEARN HOW, LEAVE, KNOW HOW!

Entertainment Daily for the Ladies

Jacksonville territory, including 340 indoor houses and 168 drive-ins; 458 of them were equipped with CinemaScope at the latest count. . . . The screen tower of the new Riviera Drive-In, Stock Island, outside Key West, Fla., blew down while under construction. . . . Jim Carey had scores of eye-catching signs posted in the west side of town urging attendance at Loew's Normandy Drive-In. . . . Tim Crawford, Arcade manager, was hospitalized for a nose operation. . . . Here to attend a session of Florida State Theatres' executive staff were Harry Botwick and Howard Pettengill, Miami, Fla., and Frank Bell, Tampa, Fla.

MIAMI, FLA., NEWS—Wometco Theatres' confection contest, in its third week, was led by the Davie Boulevard Drive-In, Ft. Lauderdale, Fla., first in group one; the Bunche, Opa-locka, Fla., again first in group two; the Parkway still leading in group three; the Rosetta continuing first in group four; and the Mayfair for a number of years. Pallbearers in-ahead in group five. . . . Services were



Pictured at the recent kick-off breakfast in Miami, Fla., for Wometco's latest confection contest are Van Myers, head, confection department, with his assistants, Martin Wucher, left, and Joe St. Thomas, right.

held for George West, Wometco manager cluded Walton Oakerson, manager, Essex, Hialeah, Fla.; Tim Tyler, manager, Miami, and president, Wometco Old Guard; and Elmer Hecht, Wometco dis-

Appeal To Youngsters Lessens Vandalism

MEMPHIS—Nate Reiss, new owner, Rosewood, reports greatly improved audience conduct since his appeal to the children and adults of the south Memphis neighborhood where the theatre is located. Under the ownership of Ben Bass, whose troubles with vandalism and a legal action stemming from those troubles caused him to sell the theatre, and of Augustine Cianciolo, the house had been beset with behavior problems. When Reiss, owner, Gem, Covington, Tenn., took over the house on Jan. 1, he made an appeal directly to the youngsters to keep order. He also contacted the neighborhood high school principal for advice as to how to handle the children, and made appeals to the community through various civic leaders.

"The destruction has lessened. I use a trailer asking for courtesy and consideration, with the suggestion that south Memphis children would like to be as proud of their neighborhood theatre as they are of their neighborhood schools. I feel that gradually I am getting the children on my side," states Reiss. "I'm going to give them a well-run theatre and good shows. Later, there will be a bargain night, with all admissions at 20 cents. By this I hope to get the parents back into the theatre. I'm convinced we can make Rosewood a pleasant place for family entertainment again."

While Reiss has owned theatres in Missouri, Arkansas, and Mississippi, this is his first Memphis venture. He is personally managing the Rosewood.

The Tip-Off On Business

(The Tip-Off On Business is a record of how pictures are grossing in various parts of the country. The rating given the pictures (see key) is a cross section of reports received from the field, and presents a summary of various types of runs. Inasmuch as the rating given cannot constitute the business of each individual engagement, an attempt is made to present a general average. By studying the ratings, which are constantly kept up-to-date, exhibitors may guide themselves in their buying and booking.—Editor)

KEY TO "THE LITTLE MEN" RATINGS: (JANUARY 23)

- Registering grosses in the highest brackets.
- Just fair, nothing out of the ordinary, average
- Good, although not breaking down the walls.
- Disappointing, below what was expected.

THE GIRL HE LEFT BEHIND (Warners)		THE TEAHOUSE OF THE AUGUST MOON (MGM)	
GIANT (Warners)		MAN IN THE VAULT (RKO)	
FRIENDLY PERSUASION (Allied Artists)		BABY DOLL (Warners)	
WAR AND PEACE (Paramount)		WRITTEN ON THE WIND (U-I)	
THE BEST THINGS IN LIFE ARE FREE (20th-Fox)		BUNDLE OF JOY (RKO)	
THE OPPOSITE SEX (MGM)		THE KING AND FOUR QUEENS (UA)	
LUST FOR LIFE (MGM)		FOUR GIRLS IN TOWN (U-I)	
LOVE ME TENDER (20th-Fox)		ANASTASIA (20th-Fox)	
JULIE (MGM)		ZARAK (Columbia)	
DEATH OF A SCOUNDREL (RKO)		HOLLYWOOD OR BUST (Paramount)	

trict manager. . . . George Hoover, past Variety International chief barker, was presented with the Good Samaritan award during the Tent 33 installation banquet. . . . Ike Kletter is new at the Boulevard Drive-In, North Miami Beach, Fla., and Edward Price is new relief manager, Wometco Negro-patronage houses. . . . Managerial sick list included Bea Eve, Bunche, Opa-locka, and Bob Brower, Capitol.

Managerial shifts included Bob Baker to manager, Strand, replacing Paul Hepner, resigned. . . . Allen Johnson, former manager, Gables, Coral Gables, Fla., now is manager, Florida here. Hal Stanton was transferred to Florida State's West Palm Beach houses from the Gables.

Memphis

Exhibitor Chalmers Cullins, who is ending a term as potentate of Al Chymia Shrine Temple, recently was honored with one of the Shrine's most colorful ceremonies. A class of boys were initiated into DeMolay in honor of Cullins. One of the boys was his grandson. . . . W. Duane Crow, assistant manager, Loew's State, became the father of a girl.

Gil Brandon, chief barker, Variety Club, reports the organization will continue its two money making projects involving books. As one means of supporting the Club's convalescent home for children, the Tent is selling an entertainment book; the other book, one modeled after the old chain letter, is used by many charitable organizations throughout the



New Orleans WOMPI's recently engaged in a walkathon in which they visited all downtown theatres and delivered T.B. seals and trailers on behalf of the local Tuberculosis Association. They are seen in front of the Orpheum with WOMPI president Ruth Toubman presenting manager Karl Kudia with material as F. J. Odenheimer, president, Tuberculosis Association, looked on.

nation. . . . The Ritz, damaged by fire three months ago, reports good business in the newly modeled house. Jack Katz, owner, opened with a foreign film policy.

Minneapolis

Police evacuated about 50 patrons from the Loop RKO Pan in a second bomb scare in five days. Ten patrolmen and detectives searched the vacant theatre and found no trace of a bomb. The audience returned to the theatre a half hour after both the theatre and the police radio dispatcher received anonymous phone calls. Earlier, a phony bomb was discovered in a shoe box in the RKO Orpheum. A ticking device was dismantled by police and arson squad investigators. . . . The Westgate, suburban art house operated by Ted Mann, has installed a new wide screen and new booth equipment. . . . Frosch Theatre Supply is installing CinemaScope equipment in the theatre in the Variety Heart Hospital on the University of Minnesota campus. . . . Bob Lundquist, Minneapolis Theatre Supply, was hospitalized for a hernia operation. . . . Burton Gaines, head shipper, Universal, also was hospitalized. . . . Gertrude Zahnow, biller, Universal, resigned to take a teaching job in Olivia, Minn. . . . Charlotte Appel, bookers' stenographer, RKO, also resigned.

Bert Beck, formerly of North Platte, Neb., is the new manager, Yankton, Yankton, S. D., succeeding Don Roads, who resigned. . . . Thomas M. McKee has purchased the Inland, Martin, S. D., from C. E. Bradshaw. . . . Jack Greenberg, salesman, NSS, is resigning to take a sales position with Gemco,

Watch for them!

NEXT!

Buffalo Territory

Issue of January 30

Minneapolis Territory

Issue of February 6

Save them!

Film Exchange and Dealer Listings for the DENVER FILM TERRITORY

A CONTINUING SERVICE • that will be re-edited and re-published at 8-month intervals

• Film Distributors

ALLIED ARTISTS, 2144 Champa St.—AComa 2-3841

Br. Mgr.: Jock Felix. Office Mgr. and Booker: John Pietrantonio. Sales: Robt. Ryan, Larry Doyle. Emerg. Phone: Pietrantonio, HArrison 4-8072.

APEX FILMS, 820 21st St.—ALpine 5-3857

Br. Mgr.: Chick Lloyd.

AZTECA FILMS, 2075 Broadway—MAin 3-0830

Br. Mgr.: Fernando J. Obledo.

BAILEY DISTRIBUTING CO., 2071 Broadway—AComa 2-0639

Br. Mgr.: Tom Boiley. Booker: Helen Bowers. Emerg. Phone: Boiley, SP 7-7829.

BUENA VISTA (Disney), 737-21st St.—ALpine 5-2867

Dist. Supervisor: Marvin Goldfarb. Booker: Marylee King. Emerg. Phone: Goldfarb, DEXter 3-7630.

CLASA-MOHME, 828 21st St.—CHerry 4-2313

Br. Mgr.: Gilbert Martinez. Emerg. Phone: Martinez, WE 4-4812.

COLUMBIA, 2140 Champa St.—KEystone 4-6341

Br. Mgr.: Robt. Hill. Office Manager: T. Robinson. Sales: Barney Shooker, Sam Dare, Bruce Marshall. Booker: Betty Morr. Cashier: Dorothy Windham. Emerg. Phone: Robinson, Glendale 5-7447.

DENVER FILM CENTER, 1015-21st St.—ALpine 5-0110

Br. Mgr.: Robt. Patrick

DIMENSION PICTURES, 2075 Broadway—MAin 3-0373

Br. Mgr.: Hol Fuller. Booker: Ivy Tullos. Emerg. Phone: Tullos, SU 1-8308.

METRO-GOLDWYN-MAYER, 2100 Broadway—TABor 5-8166

Br. Mgr.: Henry Friedel. Sls. Mgr.: Mike Cramer. Sales: James Micheletti, Jerry Banta. Bookers: Claude Newell, Floyd Brethour. Cashier: Jeanette Kavanaugh. Field Exp.: Frank Jenkins. Emerg. Phone: Newell, SP 7-1163.

PARAMOUNT, 2100 Stout St.—KEystone 4-8246

Br. Mgr.: J. R. Ricketts. Office Mgr.: Wm. Peregrine. Sales: John Vos, John Thomas. Booker: Frank Carbone. Cashier: Tillie Chalk. Field Exp.: Pete Bayes. Emerg. Phone: Peregrine, BE 7-3098. (Div. Mgr. in residence: Philip Isaacs)

REPUBLIC, 2145 Broadway—TABor 5-2263

Br. Mgr.: Eugene Gerbase. Office Mgr. and Booker: Don Spaulding. Cashier: Irene Conino. Emerg. Phone: Spaulding, FRanklin 7-0848.

RKO, 807 21st St.—ALpine 5-0305

Br. Mgr.: L. E. Hobson. Office Mgr.: Quentin Horn. Sales: Harold Copeland, Al Brandon, Mike Stewart. Booker: Geo. Mayo. Cashier: Dorothy Swing. Emerg. Phone: Moyo, Florida 5-1251. (Dist. Mgr. in residence: Al Kolitz)

20TH CENTURY-FOX, 2101 Champa St.—TABor 5-5331

Br. Mgr.: R. E. Fulham. Office Mgr.: C. A. Larson. Sales: George Tawson, Paul Snoddy, Sebastin Amato. Booker: Thos. Parr, Jr. Cashier: Jane Mulcahy. Emerg. Phone: Parr, MAin 3-3656.

UNITED ARTISTS, 2065 Broadway—TABor 5-2325

Br. Mgr.: M. R. Austin. Office Mgr.: Gordon Pearce. Sales: Wm. Sombar, Earl Peterson, Robt. Hazard. Booker: Dominic Linzo. Cashier: Edith Musgrave. Emerg. Phone: Pearce, PYramid 4-1498.

UNIVERSAL-INTERNATIONAL, 801 21st St.—MAin 3-3281

Br. Mgr.: Mayer Monsky. Office Mgr.: Oscar Galanter. Sales: Frank Green, Wm. Harrison, Les Laramie. Bookers: Frank Monaco, Joe Lamb. Cashier: Dora Kaplan. Emerg. Phone: Monaco, WEst 5-7802.

WARNER BROS., 2062 Stout St.—KEystone 4-6178

Br. Mgr.: Earl Bell. Office Mgr.: Joe Kaitz. Sales: Ed Resnick, Wm. Haefliger, Ed. Lebby. Booker: Gene Vitale. Cashier: Herman Reule. Field Exp.: Robt. Quinn. Emerg. Phone: Kaitz, ALpine 5-2947.

• Supply Dealers

NATIONAL THEATRE SUPPLY, 2111 Champa St.—TABor 5-0201—Emerg. Phone: SUNset 1-0675

SERVICE THEATRE SUPPLY CO., 2054 Broadway—ALpine 5-1597—Emerg. Phone: Same

WESTERN SERVICE & SUPPLY, 2120 Broadway—KEystone 4-8041

• Screen Trailers

NATIONAL SCREEN SERVICE, 2136 Champa St.—CHerry 4-4413.

Br. Mgr.: Jim Parsons. Office Mgr.: N. Segelstrom

• Signs, Advertising and Printing

ART NEON CO., 2565 Curtis St.—AComa 2-7915

NATIONAL SCREEN SERVICE, 2136 Champa St.—CHerry 4-4413

NATIONAL THEATRE CALENDAR, 2165 Broadway—TABor 5-6288

• Film Delivery Services

DENVER FILM CENTER, 1015-21st St.—ALpine 5-0110

DENVER SHIPPING AND INSPECTION BUREAU, 2118 Stout St.—AComa 2-5616

SOUTHWESTERN FILM SERVICE, 2118 Stout St.—CHerry 4-2247

• Service Companies

ALTEC SERVICE CO., 10480 W. 64th, Arvada

RCA SERVICE CO., 728 15th St.—KEystone 4-5494

REED SPEAKER SERVICE, Golden, Colo.—CREstview 9-1205

A SPECIAL SERVICE . . . only in MOTION PICTURE EXHIBITOR



Romance never dies *on the wide, wide-screen*

Audiences truly live the lives and loves of their favorites as they see them on the wide, wide-screen. For here, as they sit in the theatre, is escape . . . freedom from the humdrum. New technics in production, processing and projection are responsible . . . new horizons achieved by an ever-searching industry working in co-operation with the Eastman Technical Service for Motion Picture Film.



Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N. Y.

Branches at strategic centers. Inquiries invited.

East Coast Division
342 Madison Avenue
New York 17, N. Y.

Midwest Division
130 East Randolph Drive
Chicago 1, Ill.

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, Calif.

merchandising firm in New York. . . . Cinematografica of Mexico has filed suit in Federal District Court naming W. R. Frank, exhibitor and producer, and United Artists as co-defendants in a \$15,000 action to recover money loaned on a note during the filming of Frank's "Sitting Bull."

New Orleans

Joy N. Houck announced that the local premiere of "Around The World In 80 Days" in the Panorama on Jan. 23 will benefit Hungarian Relief. Judge Andrew Buccaro heads the committee. . . . The neighborhood Center, which was shuttered recently, is up for sale. It is the property of the Grosz family. . . . Work on the Film Service Building extension at 729 Jane Place is progressing rapidly and should be completed by Feb. 1, according to Don Brandon. . . . W. C. Houston, Jr., and Robert M. Boovy are new U-I salesmen. Houston formerly was office manager, while Boovy was transferred from another exchange. G. E. Rosser is the new office manager. . . . William Lighter, Jr., advises that he has disposed of all his theatre interests except the Arcade, Patterson, La. He formerly operated a circuit in southeastern Louisiana. . . . It was erroneously reported that RKO's "Bundle Of Joy" was the feature shown at a Christmas party in the Orpheum. The film shown was RKO's "Big Sky."

New York

Samuel H. Roth, who retired this month after 30 years as manager, Baker, Dover, N. J., was married to Mrs. Hazel McConville in a quiet ceremony. Roth began his managerial position at the Baker in January, 1927. His bride, known to her many friends as Mrs. Mac, started work at the theatre as a cashier shortly thereafter. Since 1945, she served as assistant manager. Their careers ended in a double retirement, with Roth still a bachelor and Mrs. McConville a widow of four years. Roth extended his appreciation to Dover merchants who sponsored a dinner in his honor, and the couple was honored later with a dinner given by the executives of the Jersey zone of Stanley Warner. Otto Shoepe, formerly associated with Frankel Theatres, succeeds Roth as Baker manager. . . . Ernie Sands, recently appointed Warner Brothers Midwest district manager with headquarters in Chicago is being tendered a farewell luncheon by his industry friends at Toots Shor's restaurant today (Jan. 23). He was formerly head of Warners playdate department here. . . . Joe Sommers, Majestic, Perth Amboy, N. J., won first prize for the month of October and George Kemble, Community, Hudson, N. Y., won second place in Walter Reade Theatres "manager of the month" contest. . . . Mort Meyerson, art director, Buena Vista Film Distributing Company, left with his wife on a vacation-cruise to Nassau. . . . The motion picture industry generally and 20th Century-Fox specifically came in for kudos recently in a Journal-American editorial titled "A Rosy Picture" and calling attention to the company's production activities for 1957. The editorial hailed plans as "an indication of how the mo-



Lieutenant "Rip" Masters and Henry G. Plitt, chief barker, Tent 45, New Orleans Variety Club, are shown during the recent Cerebral Palsy telethon held over station WJMR-TV.

tion picture industry is headed for a great cra of rejuvenation and entertainment." . . . Celebrity Ball, first instituted by Variety Club Foundation to Combat Epilepsy in 1953, has been scheduled for Jan. 31, Chinese New Year's Day, in the Grand Ballroom of the Hotel Biltmore. The menu and decor and entertainment will be oriental. Mrs. William G. Mennen, Jr., is Celebrity Ball chairman. . . . Schine Theatre Circuit announced the winners in their New York State managers' showmanship contest for the premiere showing of 20th-Fox's "Mohawk." Winners of \$50 U. S. Savings Bonds were Abe Cohen, Massena, Massena, N. Y.; Jack Mitchell, Aven, Watertown, N. Y.; and Roy Corcoran, Auburn, Auburn, N. Y.; and \$25 U. S. Savings Bond, John Corbett, Rialto, Amsterdam, N. Y.; for his campaign while he was manager of the Glove, Gloversville, N. Y. . . . Murray Silverstone, president, 20th-Fox's International Corporation, and Mrs. Silverstone became the proud grandparents of a boy born to Mr. and Mrs. Michael Garrison at Lenox Hill Hospital. Mrs. Garrison is the former Barbara Silverstone.

NEWARK, N. J., NEWS—Stanley Warner managerial changes include Fred DeAngelis, from the Fabian, Hoboken, N. J., to the Regent, Elizabeth, N. J.; Harry Moore, from the Lincoln, Union City, N. J., to the Fabian, Hoboken; and Murray Spector to the Lincoln, Union City. Edward J. Kane resigned as the Elizabeth Regent manager to enter another industry.

Reade Projectionist Marks 50th Year With Company

NEW YORK—Eddie Hughes, veteran projectionist, Paramount, Long Branch, N. J., was honored for his 50 years of service with Walter Reade Theatres at the circuit's Christmas party. Hughes is the first Reade employee reaching this mark, having started working for Walter Reade, Sr., in the old Criterion, Asbury Park, N. J., in 1906.

Later, Hughes was at the New York Roof Garden; the Metropolis and Savoy, New York; the Hippadrome, Cleveland; the Capitol and Trent, Trenton, N. J.; and the Rothschild, Parker, Broadway, Strand, and Paramount, all in Long Branch.

Philadelphia

Melvin J. Fox, head, Fox Theatres, was named industry chairman for the annual membership enrollment campaign of the Philadelphia Fellowship Commission which launches a drive for \$100,000 this month. Mayor Richardson Dilworth is serving as honorary chairman for the campaign in behalf of the Fellowship Commission, which represents the united effort of the Philadelphia community to promote racial, religious and nationality understanding among all people. . . . His many friends were sorry to hear that Walt Potamkin, Columbia salesman, was in Jeanes Hospital. . . . MGM booker Max Bronow dislocated two ribs while sneezing. . . . Four hundred rock 'n' roller rolled and rocked right out of the Royal with a little police help, of course. DCA's "Rock, Rock, Rock" was the cause; and Mo Wax hit the front page of the local papers with the yarn. . . . United Artists' "Crime Of Passion" was screened at Variety Club, Tent 13, through the courtesy of branch manager Stanley Kossitsky. . . . Independent distributor Dave Rosen announces that "Don Giovanni" opens for an indefinite engagement at the World on Feb. 6. The opera film is also set for the Uptown, Harrisburg, Pa., week Feb. 6; and the Majestic, Mt. Penn (Reading) Pa., week Feb. 7. . . . Rosen is also busily engaged in the "Let's Get Acquainted" drive of Continental Distributing, Inc., which runs through March 31. . . . Motion Picture Associates sent out an S.O.S. for blood for upstate exhibitor Pete Magazzu, who is in Temple University Hospital. . . . Gus, the barber, moved to 205 North 13th Street. . . . Leon Cohen, Vine Street Screening Room, is a pretty good walking advertisement for Florida sun tan. . . . It was reported that "Thrillarama" had been booked to open at the Fox on Feb. 21. . . . Jack Jaslow announced that "Riffi" opens in the keys on Feb. 6 in its English version. . . . The Dell, Philadelphia, did not get opened as expected for the holidays; but is down for an early relighting.

READING, PA., NEWS—Dr. Harry J. Schad, president, Schad Theatres, Inc., has been reelected a trustee, Reading Police Pension Fund, a position he has filled for 20 years or more. . . . Local exhibitors are concerned about a bill in the State Assembly in Harrisburg seeking to legalize bingo on a non-profit basis. . . . Warners' "Baby Doll" was held over for a third week in the Warner. According to manager Helen Bortz, the film drew capacity audiences in spite of opposition from pressure groups.

Pittsburgh

James Hendel, branch manager, United Artists, is the new national president, Kappa Nu Fraternity. He was elected to this post at the fraternity's national convention in Rochester, N. Y. . . . The Variety Club will sponsor, to benefit its charities, the first-night showing of Paramount's "The Ten Commandments" in the Stanley in March. . . . Two special showings of the Squirrel Hill's next picture, "The Great Man," were set for the Stanley Warner screening room last week, the first for business and career women, the second for the Better Motion Pictures



A luncheon was held by Edward Emanuel, campaign chairman, March of Dimes, at the Bellevue-Stratford Hotel recently with over 50 theatres represented to kick off the theatre collections for the March of Dimes Week Jan. 20-27. Mrs. Jack Engle is theatre collections chairman.

and Television Council. Al Morgan, author of the book from which the movie was fashioned, was to speak. . . . George Delick, New Martinsville, W. Va., exhibitor, who was the star tackle on Pitt's 1937 national championship team, was honored with other Pitt football players of the past and present at the Press Bowl banquet in Gateway Plaza. . . . Dinah Shore will star in the Variety Club benefit show at Syria Mosque this week.

St. Louis

The Dupo, Dupo, Ill., operated by Marvin Scott, has been closed indefinitely. . . . The Princess, Kirksville, Mo., a Fox Midwest unit, was slated to close. . . . Officers and directors of MITO met to outline this year's program, under the chairmanship of president L. J. Williams. . . . The St. Louis Amusement Company anti-trust action against Columbia and the owners of Loew's State, set for trial before U. S. Judge George H. Moore this month, has been continued until the March term of the court. . . . Ray J. McCafferty, Republic branch manager, now is handling the Kansas City office as well. . . . "Three Brave Men" was screened by 20th-Fox in the Missouri for an invited audience. . . . Mrs. Francis J. Fegan, widow of the pioneer salesman and distributor, died recently.

The fire which swept the Rialto, Elgin, Ill., caused damage estimated at \$300,000, according to the operator, Publix Great

States. . . . The Roxy, Shelbyville, Ill., is being operated by Charles Beninati on lease from the Frisina Amusement Company. . . . Fox Midwest was reported to be reopening the Roxy, West Frankfort, Ill. . . . The Art Theatre Screening and Recording Company here has been incorporated to operate a film screening room and a motion picture theatre, authorized to issue 300 shares of \$100 par value stock. Incorporators were listed as J. W. Sidel, A. L. Leigh, and J. W. Sandweiss. . . . 20th-Fox previewed "Three Brave Men" in the Missouri. . . . The Joy, Pawnee, Ill., was reopened by Frisina.

San Antonio

"Around The World In 80 Days" was slated to replace "Oklahoma!" in the Broadway this month. . . . Tommy Powers, manager, Texas, was using heavy television campaign on WOAI-TV and KENS-TV to plug current and coming attractions. . . . The Star, Moulton, Tex., which has been closed for some time, has been reopened by Mr. and Mrs. Willie Hoepfl, Jr., who leased the house from Bill Reeves. . . . Henry Lucht, owner, Sunset Drive-In, Brownwood, Tex., returned from a trip to Chicago, where he attended the funeral of his mother. . . . fit show was staged in the Alameda for Alex Moore, who was gravely ill. He is stenographer, Class-Mohme, who was on the sick list. . . . A special midnight bene-

Theatremen Oppose Theatre Ad Limitation

PITTSBURGH—Theatremen are marshaling their forces to oppose a City Planning Commission recommendation that the Council pass a resolution banning advertising on theatre marquees. The Commission is also urging a limitation on size of signs on theatres.

Allied Motion Picture Theatre Owners of Western Pennsylvania has joined downtown houses in opposing the proposed changes. One owner says it would cost him at least \$2,000 to remove the name from atop his theatre, and "business just isn't that good." Theatremen hold that removal of current attraction lettering from marquees will be a definite threat to business, and that any store, shop, or other establishment has the right to tell the buyer what is on sale inside.

The Council was to have a Commission hearing last week, and the theatremen who met together were expected to be present.

Darrell Saunders has been named assistant manager, Metro, Abilene, Tex. . . . The Plaza, Denton, Tex., which has been operated for a number of years as a family theatre by H. J. Robinson, has been extensively remodeled and reopened as the Denton Student Arts. The new policy will include most features now being distributed on the foreign and domestic market.

A suit for \$40,000 damages resulting from injuries suffered in a fall was filed in Thirty-Seventh District Court by Adolph Gonzales, who alleges he suffered serious injuries last July 14 when he slipped and fell in front of the Joy. Gonzalez contends the theatre operator's negligence caused the accident. . . . The State, operated by the Interstate and managed by Henry Bergman, has installed a CinemaScope screen. . . . Serna Garcia was subbing for Maria Garza, accounting considered to be one of the greatest Mexican folk lore dancers and also is

PROGRESSIVE ELECTRIC CONSTRUCTION CO., INC.

240 N. 13th STREET • PHILADELPHIA 7, PA

Theatre Installations
and Maintenance

THEATRE SEAT COVERS

Hayco seat covers for all makes and models of theatre chairs.

JACK HAYES SEATING SERVICE
ONE MONICA PLACE, BALDWINVILLE, N. Y.

HENRY FRIEDMAN

Realtor and Insurance

Specializing in Theatre
Real Estate and Insurance

(Member Main Line Board of Realtors)
17 W. Lancaster Ave., Ardmore, Pa. GR 7-5730



Local Philadelphia zone winners of Stanley Warner "Operation Showmanship" were feted recently with a luncheon at the Barclay Hotel following a meeting of all managers and executives. Seen, left to right, front row, are Abe Zayon, Walter Leach, district manager Paul Castello, Joe Forte, Lewis Black, Edward Kenly, Bill Youts, zone manager Ted Schlanger, Nat Warshaw, assistant zone manager Bernard Brooks, Chet Woerner, Bill Benton, district manager Jack Flynn, Earl Finney, Sid Poppay, Abe Goldsmith, district manager A. J. Vanni, Vince Olanin, Ray Powell, zone advertising manager Birk Binnard; and, back row, Ray Meyer and Dominick Lucente.

The A-MAN Corner

Theatre managers . . . assistant theatre managers . . . theatre advertising and publicity men . . . film buyers . . . film bookers . . . circuit executives . . . maintenance and equipment engineers. IF you* are looking for a job, . . . or IF you* are looking for a man, . . . just describe your needs in 25 words or less and send to "The A-MAN Corner." Add your name and address. Names and addresses will be published unless a box number is requested. All such "classified ads" will be published in three consecutive issues and then dropped. If success does not crown an original effort, it can be repeated through a new application after a 60-day interval.

This completely new EMPLOYMENT SERVICE is available to ALL theatres without reservation. It is not necessary to subscribe to MOTION PICTURE EXHIBITOR to avail yourself of this service. No other industry trade paper offers it! And it is completely FREE!

*A (W)OMAN is also welcome . . . but in this preponderantly male business, she should specify her sex.

MANAGER AVAILABLE. Drive-in, conventional experience buying, booking, exploitation, promotions, concessions. Age 33. College graduate. Prefer supervisory position with advancement. Maximum earnings attained in present position. **BOX A116, c/o M. P. EXHIBITOR, 246 North Clarion St., Phila. 7, Pa.**

DRIVE-IN MANAGER AVAILABLE. Experienced all phases drive-in, conventional theatres. 25 years in business. Excellent employment record. Resume and references furnished. Relocate anywhere for good opportunity. **BOX E19, c/o M. P. EXHIBITOR, 246 North Clarion St., Phila. 7, Pa.**

AVAILABLE, DRIVE-IN MANAGER, or small-circuit head. All phase experience including projectionist's license. Prefer eastern half Pennsylvania. Write for brochure describing this unusual man. **CHARLIE POORMAN, 1300 Mt. Hape Ave., Pottsville, Pa. (19)**

EXPERIENCED MANAGER AVAILABLE. Experienced in film buying, booking and supervision. Prefer Midwest area. Can furnish excellent references. 35 years in business. Married, one child. **BOX A19, c/o M. P. EXHIBITOR, 246 North Clarion St., Phila. 7, Pa.**

MANAGER WANTED FOR CITY DRIVE-IN operation. Capable doing hand art, ads. State experience, age, family status, salary expected. Include sample ad. **BOX C19, c/o M. P. EXHIBITOR, 246 North Clarion St., Phila. 7, Pa.**

Address all correspondence to—

The A-MAN Corner

**Motion Picture Exhibitor
246 N. Clarion St., Philadelphia 7, Pa.**

widely known as an actor and comedian. Eduardo Martinez and his International Revue and a special sneak preview of a new motion picture made up the show.

Seattle

Variety Club's inaugural ball was set for last week in the Georgian Room of the Olympic Hotel. Invitations were extended to Governor Rosellini, Seattle Mayor Gordon Clinton, and John Rowley, International Chief Barker, Dallas. Cocktails were set for 6:30, with dinner at 7:30, followed by an evening of dancing. . . . In addition to the regular showing of "This Is Cinerama," in the Para-

mount, Danny Kaye's "Assignment Children" also was to be shown one day this week to commemorate the 10th anniversary of the United Nations International Children's Fund. Regular admission prices were to be in effect, and Cinerama will contribute a share of the net receipts to UNICEF. . . . Out-of-town visitors included Howard Taylor, Dresden, Sequin, Wash., and Sid and James Dean, Tacoma, Wash.

Washington

Herndon Edmonds, 20th-Fox, and Joseph Walsh, Exhibitor Service, were in the class of 1956, Motion Picture Pioneers.



In St. Louis recently MGM's "Teahouse Of The August Moon" Japan Airlines stewardesses were greeted by Mayor Raymond R. Tucker, who received a scroll from the Governor of Tokyo, delivered by the girls.

. . . Named to the National WOMPI committees were Lucille Traband, finance; Nelia Turner, by-laws; and Eileen Olivier, nominating committee. . . . K-B Theatres will import British films to supply the MacArthur and also to distribute around the country. First of these was the Boulting Brothers' "Josephine And Men." Marvin Goldman, a partner in K-B, is handling the arrangements. . . . Sidney Lust Theatres held the annual toy and food matinees for needy families. The Allen, Cheverly, Hyattsville, Kaywood, and Viers Mill were scheduled to participate. Founded by the late Sidney Lust, this was the 22nd year for the matinees. Robert Dean Shepp, former manager, Newton, has joined the Lust Circuit. . . . Sam Galanty, midwest division manager, Columbia, returned from Cincinnati conferences. . . . The general meeting of Baltimore, Md., Variety Club, Tent 19, was postponed due to a snow storm, until Jan. 22. The Tent held a successful and enjoyable "Las Vegas Night" last week.

5 DRIVE-IN THEATRES FOR SALE

- A 1,200 car drive-in to be built this Spring.
- 2 small drive-ins making \$15,000.00 per year.
- 2 other successful operations in good spots.

Substantial first payments required on each transaction. Reason for selling—owners want to make a profit on their investment. Inquiries solicited from capable parties

WRITE BOX 186

MOTION PICTURE EXHIBITOR 246-48 N. CLARION ST. PHILADELPHIA 7, PA.

IMPAC IMPAC IMPAC IMPAC IMPAC

Means more than any other word to the drive-in theatre owner in 1957

Means a better in-car speaker

Means high fidelity sound

Means bigger value

Write for prices and particulars to

Elmer H. Brient & Sons, Inc.

925 NEW JERSEY AVE., N.W.
WASHINGTON, D. C.

The Editor Speaks

FORTY-THREE YEARS AGO Cecil B. DeMille, puttees and all, shouted, "Action! Camera!" in a little barn located in a large orange grove on the outskirts of sunny Los Angeles, Cal. That first shot was, in our lingo, the shot which was not only heard, seen, and felt around the civilized world, but which made Hollywood the most glamorous city on earth.



PAUL MANNING

FITTINGLY THEN, this humble structure, this simple barn, which still stands proudly in the center of Paramount Studios' busy and vast production lot, was last week honored by the State of California and officially dedicated by state officials as a California historical landmark.

SPEAKING AT the nostalgic and impressive dedication ceremonies, many prominent state officials, plus top ranking motion picture industry figures, paid personal tribute to DeMille, who has not faltered from that vital day over four decades ago. Y. Frank Freeman, Paramount studio chief, warmly phrased it, "Cecil B. DeMille is a man who today commands instant respect and admiration anywhere in this civilized world." A most magnificent achievement.

WE HAVE NEVER ceased to accord top attention and feel a sincere and personal affection for this pioneer of our industry. Knowing his penchant for perfection in every phase of production, his constant search for the tempo of the public pulse, and that incredible energy and spirit which keeps him right alongside his youngest employees during the rigorous production period, we join the State of California, his legion of friends, associates, and the world at large, in adding to their accolade our own simple, "Well done, Cecil B. DeMille!"

STUDIO SURVEY appears every fourth Wednesday as a regular **MOTION PICTURE EXHIBITOR** department. The section is devoted exclusively to the arts, people, creative ability, and physical properties which make up the production side of the motion picture industry. Edited from the west coast, all information relating to editorial contents should be directed to Paul Manning, 8141 Blackburn Ave., Los Angeles 48, California. For other information, address **MOTION PICTURE EXHIBITOR**, published weekly by Jay Emanuel Publications, Inc. Publishing offices: 246-48 North Clarion Street, Philadelphia 7, Pennsylvania. New York office: 229 West 42nd Street, New York 36. Representatives may be found in every film center.

STUDIO SURVEY

Paul Manning, editorial director

Vol. 10, No. 1

January 23, 1957

STUDIO SURVEY

Motion Picture Exhibitor Laurel Awards Nominations

MICHAEL TODD-UA's

"AROUND THE WORLD IN 80 DAYS"

starring

DAVID NIVEN, CANTINFLAS, ROBERT NEWTON,
SHIRLEY MACLAINE

Associate producer, William Cameron Menzies. Directed by Michael Anderson.

Screen play by S. J. Perelman. Based on a novel by Jules Verne.

A Todd-AO production. Eastman color, print by Technicolor.

20th CENTURY-FOX's

"ANASTASIA"

starring

INGRID BERGMAN, YUL BRYNNER, HELEN HAYES
with

AKIM TAMIROFF, MARTHA HUNT, FELIX AYLMER,
SACHA PITOEFF, IVAN DESNY

Produced by Buddy Adler. Directed by Anatole Litvak.

Screen play by Arthur Laurents, from the play by Marcelle Murette

as adapted by Guy Bolton.

A CinemaScope production. Color by DeLuxe.

UNIVERSAL-INTERNATIONAL's

"WRITTEN ON THE WIND"

starring

ROCK HUDSON, LAUREN BACALL, ROBERT STACK,
DOROTHY MALONE

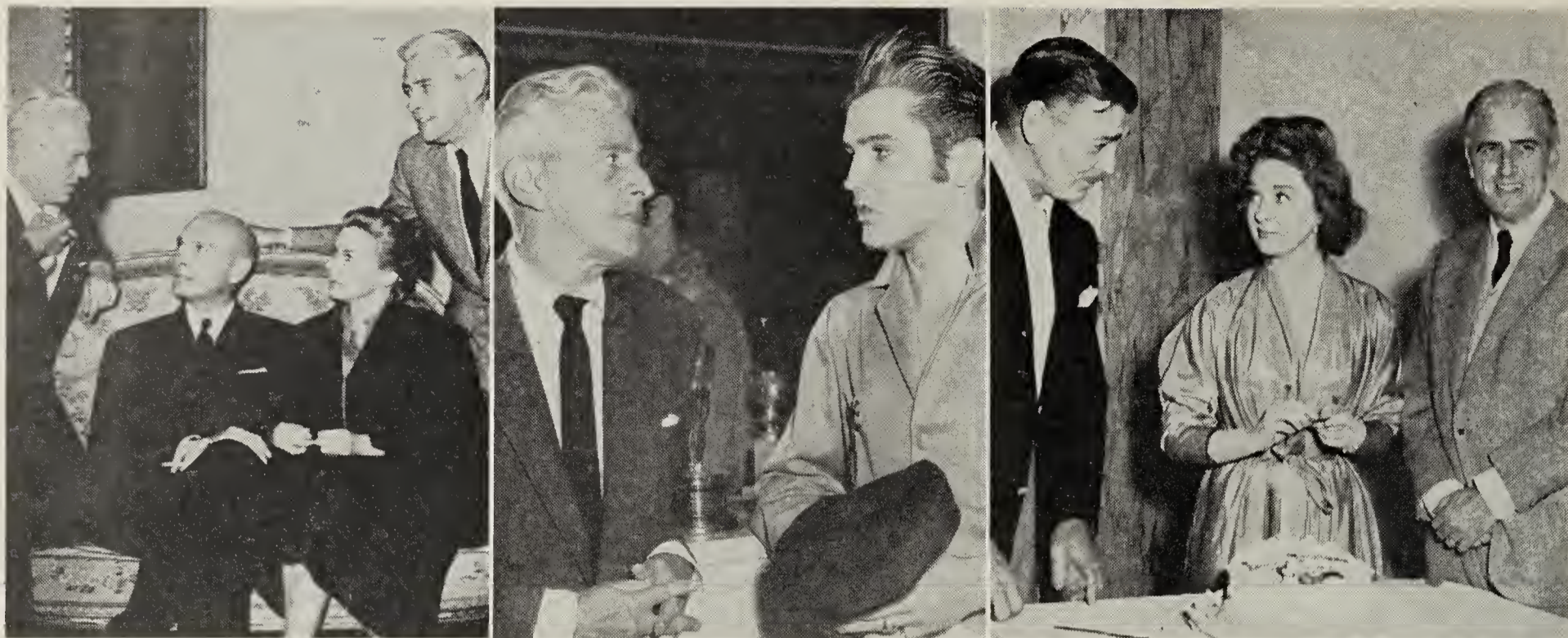
with

ROBERT KEITH, GRANT WILLIAMS, ROBERT J. WILKE, EDWARD C. PLATT,
HARRY SHANNON, JOHN LARCH

Produced by Albert Zugsmith. Directed by Douglas Sirk.

Screen play by George Zuckerman, based on the novel by Robert Wilder.

Color by Technicolor.



Producer Buddy Adler is seen in some recent activities on the 20th-Fox lot. From left to right he is seen with director Anatole Litvak and stars Yul Brynner and Ingrid Bergman at an "Anastasia" conference; with rock 'n'

roll-er Elvis Presley during the shooting of "Love Me Tender"; and, right, with Clark Gable and Susan Hayward as the actress cut her birthday cake on the set of "Soldier Of Fortune."

Buddy Adler—Art Plus Boxoffice Boom

BUDDY ADLER this month starts his second year as production chief at 20th-Fox Studios. At the same time he can look back with pride on a first year filled with artistic and financial successes with his and the studio's pictures.

It is this combination of class product combined with popular appeal—the dream of every distributor and exhibitor—that has marked Adler's phenomenal rise from a scenarist for short subjects just before World War II, to the head of production at one of the industry's largest picture making organizations.

He starts his second year in office fresh off the triumph of "Anastasia," a picture that brought Ingrid Bergman back to the American screen after seven years; a picture that is being hailed as an artistic success and boxoffice standout across the nation.

As the onetime owner of a chain of theatres, Adler is perhaps more aware of the problems facing the nation's exhibitors than any other production executive in the industry.

He knows the value of "star" names on the marquee, but at the same time is a leading exponent of the new talent build-up program being conducted at a cost of \$1,000,000 a year at 20th-Fox.

Adler goes after stars for his pictures with the same tenacity he employs in selecting the finest writers to handle his screenplays. Nor is he afraid to take a chance on a player if he feels that star would do the job for him.

Perfect example of this is his naming Frank Sinatra for the "Maggio" role in "From Here To Eternity." Most of Hollywood scoffed at the idea of taking a former bobby-sox singing idol and casting him in such an important dramatic role. The scoffs turned to cheers, however, when Sinatra not only justified Adler's faith in him, but won the best supporting "Oscar" as well.

20th-Fox Production Chief Enters Second Big Year

When Clark Gable terminated his contract after more than two decades with MGM it was thought impossible for another studio to secure him for a picture. Adler got him for not one but two hits, "Soldier Of Fortune" and "The Tall Men."

The hottest musical names in show business today are Elvis Presley and Pat Boone. Presley recently made his screen debut in "Love Me Tender" and Boone is set for his first screen appearance in "Bernadine," both under the Adler studio banner.

Where Miss Bergman was offered and balked at literally hundreds of opportunities to return to the American screen,



Buddy Adler is seen with Marilyn Monroe at the 20th-Fox studio during the filming of "Bus Stop."

she eagerly accepted Adler's offer for the "Anastasia" role and is set for another picture at 20th-Fox. Adler scored still another casting coup when he persuaded Helen Hayes to play the Dowager Empress in "Anastasia."

For "Bus Stop" he combined the name of Marilyn Monroe and built a new star, Don Murray, in only one picture.

Adler's entrance into the motion picture field resulted at his balking at the chance to enter his family's successful mercantile business.

He wrote stories under a pen name, had several published, and finally quit the business of selling for the business of making motion pictures.

Things were going fast for the fledgling screenwriter, but so was history. In 1942 Lieutenant Buddy Adler entered the Signal Corps. At war's end, Lieutenant Colonel Buddy Adler returned to making pictures armed with the experience of guiding more than 7,000 men in the Motion Picture Division of the Army Pictorial Service and a coveted Legion of Merit.

Adler's success with controversial pictures cannot be overemphasized. From his earliest triumphs, including "No Sad Songs For Me," in which the word "cancer" was used for the first time on the screen, through the forthcoming "Heaven Knows, Mr. Allison," co-produced with Eugene Frenke, Adler has tackled, and with outstanding success, pictures most other producers have deemed too hot to handle.

Under Adler's production leadership, 20th-Fox has announced a plan to produce 30 to 40 major CinemaScope pictures in 1957 and release an additional 25.

It looks like an even greater second year for this production leader who insists on quality in his product, but who is equally demanding that the product be salable.

—P. M.

MGM's Top Man Of Music—Johnny Green

ONE OF SEVERAL talents which puts MGM music head Johnny Green in a class by himself is the knack of recognizing music that will help "sell" a picture—both commercially and esthetically. This was undoubtedly the prime factor which earned for Johnny the top spot among the music directors of Hollywood in the recent MOTION PICTURE EXHIBITOR LAUREL AWARDS poll.

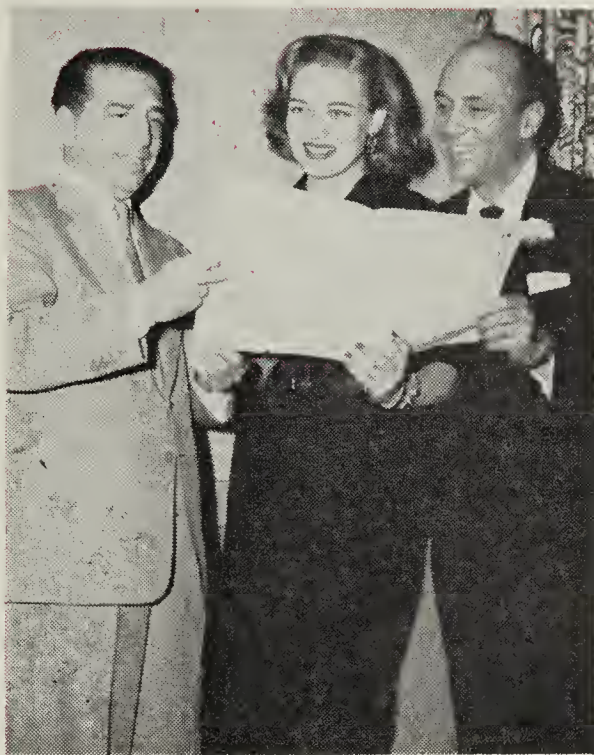
When Johnny Green supervises a musical score, or personally takes charge of the music as he is doing for MGM's big "Raintree County," it is a foregone conclusion that the result will not be just music but motion picture music. There is a vast difference. Pure motion picture music helps create the proper mood, is pleasant to the ear, and at the same time ties the changes of scene and action together in a smooth-flowing theme.

Evidence of Green's mastery of motion picture music is his nomination six times for musical achievement by the Academy of Motion Picture Arts and Sciences. Three of these nominations have resulted in "Oscars"—for "Easter Parade" with Roger Edens in 1948; for "An American in Paris" with Saul Chaplin in 1951; and, in 1953, as producer of the best one-reel short subject, "Overture To The Merry Wives of Windsor."

All this in spite of the fact that Green is still relatively young in his field, having joined MGM only 14 years ago. It can be safely assumed that many more great contributions to the motion picture industry will be made by Johnny Green.

Oddly, Green originally embarked on a career in finance, shortly after winning a degree in economics at Harvard College in 1928. But after six months on Wall Street in his native New York City, young Johnny decided that musical notes, not financial figures, were his true love.

His motion picture career started in 1930 at Paramount Studios on Long Island where he was successively rehearsal pianist, staff orchestrator, assistant con-



Johnny Green, head, MGM music department, recently hosted world famed English conductor and composer Montevani at the studio as Julie Wilson, in "This Could Be The Night," looked on.

ductor, and conductor-composer. During that period he also worked as accompanist and arranger for Gertrude Lawrence, Ethel Merman, and James Melton.

Green then graduated to the RCA Victor Symphony Hour on radio and as soloist with Paul Whiteman for the Carnegie Hall premiere of Green's "Night Club Suite." His fantasia for piano and orchestra, "Music for Elizabeth," was premiered by the CBS Symphony Hour in 1942.

In the heyday of radio, Green attained equal prominence as musical director, soloist, and master of ceremonies, associating in such popular programs as Oldsmobile Hour (Ruth Etting); Socony Sketch Book, Jack Benny's Jell-O program, Packard Hour (Fred Astaire), and for two years was the star of three Philip Morris programs.

Following successes with New York

stage musical comedies ("Beat the Band" and "By Jupiter") Green was signed by MGM as composer and conductor. Early credits include "Broadway Rhythm," "Bathing Beauty," "Week-end at the Waldorf," "The Sailor Takes a Wife," "Easy to Wed," "It Happened in Brooklyn," "Cynthia," and "Fiesta."

"Fiesta" not only won Green an Academy nomination but also the Foreign Correspondents Golden Globe. He won a second Golden Globe in 1948 for his conducting of "Inspector General."

Later credits have included "The Toast of New Orleans," "Mr. Imperium," "The Great Caruso," "Because You're Mine," "Brigadoon," and "Rhapsody" (for which he was given a citation by the American Federation of Music Clubs in 1955). He conducted the "Sinbad the Sailor" sequence in "Invitation To The Dance" and adapted the music for the "Frankie And Johnny" number in "Meet Me In Las Vegas," lyrics by Sammy Cahn.

Green also produced the series of short subjects known as "The MGM Concert Hall Series," in which he appeared as conductor of the MGM Symphony Orchestra.

His popular music hits include "I'm Yours," "Out of Nowhere," "You're Mine You," "I Wanna Be Loved," "I Cover the Waterfront," and "Body and Soul."

Since 1945 when he conducted the first Motion Picture Academy concert in the Hollywood Bowl, he has made annual appearances. In 1953 he was guest conductor at Boston Symphony Hall and conducted a special Boston Pops concert for the 25th anniversary of his Harvard class.

He has held numerous offices in the Academy of Motion Picture Arts and Sciences and has been director and conductor for several Award presentations. He is active in ASCAP, American Federation of Musicians, Screen Composers Association, Composers Guild of America, and Music Directors Association of America.



Johnny Green, head, MGM's music department, is seen, left, with Tony Martin discussing "Deep In My Heart"; center, with English tenor Richard Lewis; Edith Farry, Los Angeles music publicist; Lawrence Weingarten, pro-

ducer; and Alex North, composer of the score, during the orchestral recording of "I'll Cry Tomorrow"; and, right, explaining the intricacies of major studio music scheduling to famed conductor Erich Leinsdorf.

Meet Jayne Mansfield



JAYNE MANSFIELD

JAYNE MANSFIELD, whom 20th-Fox is so energetically building as a new glamor star, has a personality rather like the girl she portrays in her first starring picture, "The Girl Can't Help It." As a sort of obligatto to those startling measurements of hers, is a personality that is direct, friendly, and very feminine and sweet. It is a captivating combination, and my own impression is underscored by the fact that Jayne is a tremendous favorite with her co-workers and with the members of the press, who are in a sense her co-workers, too. They have worked with her to make her the most publicized actress since Marilyn Monroe.

JAYNE'S CAREER IS founded in publicity. Purely as a guest she went along on a press junket to Florida for the opening of "Underwater" in Florida, and as a result of enthusiastic press reports had representatives of six studios waiting at the airport when she returned. Warner Brothers made the fastest and best offer and she signed with that studio, but when she had done only a couple of roles as a cigarette girl in four months, she asked for and received her release.

SHE QUICKLY LATCHED on to a starring role in an independent production called "The Burglar," which is to be released next spring, and while making that film landed a starring role in "Will Success Spoil Rock Hunter?" on Broadway.

JAYNE BECAME Broadway's "toast" in this vehicle; received great plaudits for her acting and stage personality. Again, the press flocked to her and built her to a national stature that had Hollywood's producers drooling. But, partly through that same publicity, the run of the play was extended beyond expectations. Twentieth Century-Fox then took the bull by the horns and bought the play and Jayne.

JAYNE WAS FLOWN to Hollywood immediately and put to work in "The Girl Can't Help It." "The Wayward Bus," the film version of "Rock Hunter," and at least six other vehicles are being lined up for her to be made as soon as possible.

JAYNE WAS BORN in Pennsylvania, raised in Dallas, and has wanted to be a movie star since she was three years old and a nurse as a measure of discipline said: "If you're not a good little girl, I'm going to leave and take care of Shirley Temple." Jayne's ambition was to become as desirable as Shirley Temple and nothing in

GOOD THINGS TO COME FROM HOLLYWOOD . . .

20th-Fox's "Anastasia"

"Anastasia" brings to the screen one of the most remarkable marriages of talent ever to be presented in a film. Ingrid Bergman, in the title role, makes her return to the American screen after seven years in a part perfectly suited to her wide and entirely undiminished talent. Her scenes with Helen Hayes, as the Dowager Empress, are of classic proportions.

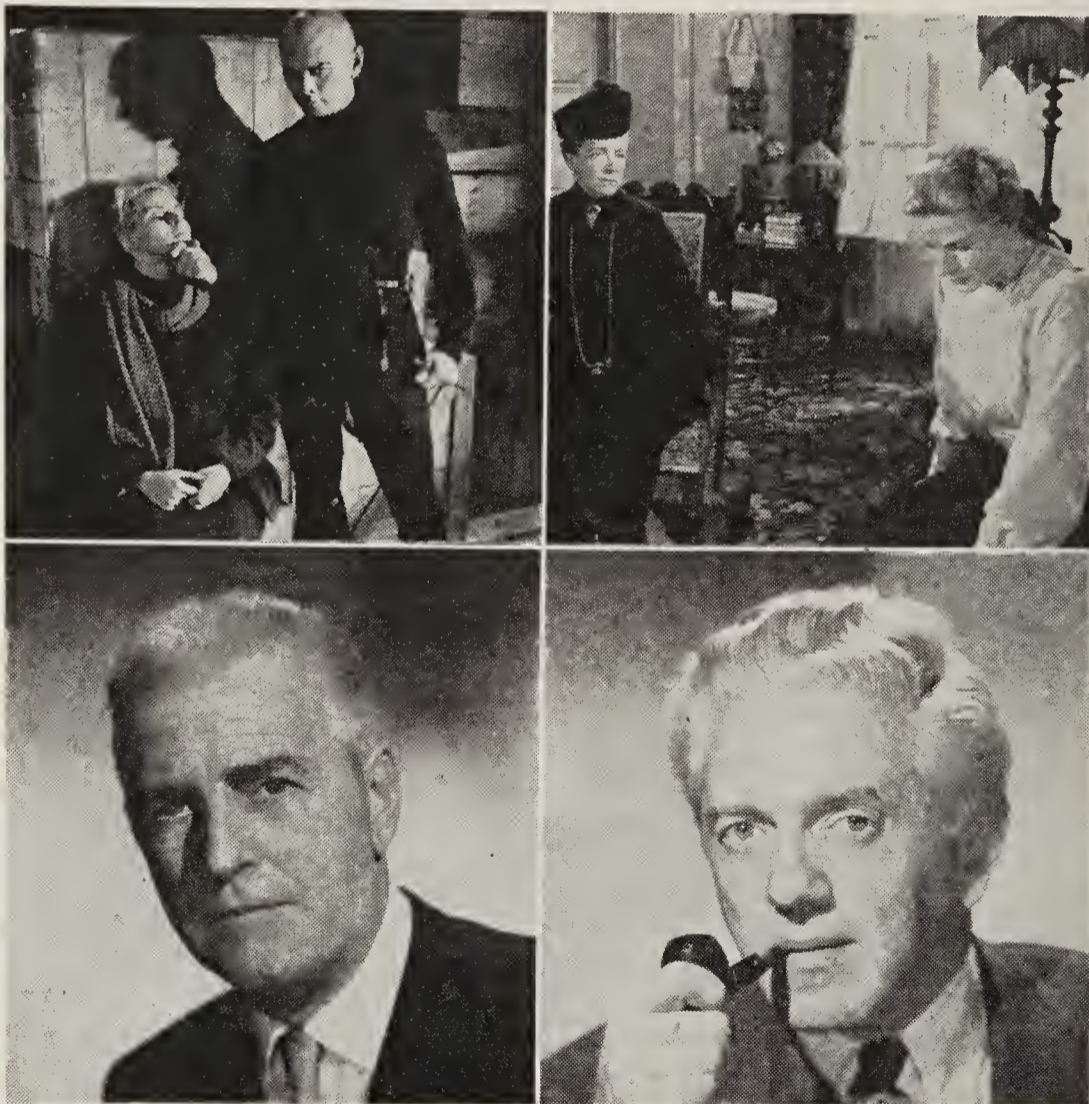
Yul Brynner, as General Bounine, remains the strong and virile actor of "The King And I," and imparts a fire and zest to the whole production.

"Anastasia" deals with the legend of the sole surviving child of the last Czar of Russia and the attempt by plotters to pass Miss Bergman off as this child, the Princess Anastasia, for the \$30,000,000 estate held by a London bank.

Producer Buddy Adler and director Anatole Litvak filmed the picture on actual location sites in London, Paris, and Copenhagen with the result that the picture emerges as one of the most beautifully mounted to come along in years. The settings, expertly photographed in color and CinemaScope by Jack Holdyard, serve as a fitting backdrop to the compelling story.

The supporting cast reads like a "Who's Who" of the European stage and screen. Outstanding in featured supporting roles are Akim Tamiroff and Martita Hunt.

Everything considered, "Anastasia" emerges as a top Academy Award contender for "Best Picture" with three possible "Best Acting" nominees in the leading roles. That's entertainment!—P. M.



Seen above are two scenes from 20th-Fox's widely acclaimed drama, "Anastasia," starring Ingrid Bergman, Yul Brynner, and Helen Hayes, and bottom row, producer Buddy Adler and director Anatole Litvak.

her life has changed it. It is her boast, however, that her ambition has never hurt anyone—"not even," she says reflectively, "myself."

IT HAS BEEN just two years since Jayne embarked on that fateful trip to Florida. If she does as much in the next two years and in the years after that, there is no cinematic glory that can elude her grasp, that much is certain.

—P. M.

Studio Expansion Planned

NEW YORK—Because of the success of their films during the past year, Jack Goldberg, director of distribution for Studio Films, Inc., recently announced that plans are being completed for the setting up of additional exchanges which will ultimately cover the entire United States. At present there are 31 depots, through National Film Service, which are handling Studio Films' physical output.

COLUMBIA

The Magnificent Seven MELODRAMA 158M.

(Japanese-made)
(English titles)

ESTIMATE: Very good entry for the art and specialty spots.

CAST: Takashi Shimura, Yoshio Inaba, Isao Kimura, Seiji Miyaguchi, Minoru Chiaki, Daisuke Kato, Toshiro Mifune, Yoshio Tsuchiya, Keiko Tsushima. Directed by Akira Kurosawa; produced by Sojiro Motoki.

STORY: In the latter part of the 16th century in Japan, bandits were able to take what they wanted. One village, tired of being pillaged, hires seven professional soldiers, who train the reluctant villagers in warfare. By the time the bandits are ready to attack, they have mapped out an adequate defense. Some of the Samurai show real bravery by carrying the fight into the camp of the enemy. The bandits continue to attack until they are all wiped out, and many villagers are lost including four of the Samurai. The village is saved and life gets back to normal once again.

X-RAY: Despite the lengthy running time, interest is maintained on high throughout with the different yarn, the highly effective acting, and the unusual settings and situations offering much to audiences that should be highly appreciated. There's action as well as drama, there is a climax that is suspenseful and gripping. Direction and production are in the better category. Mark this down as one of the better imports. It bears a Legion of Decency "B" rating.

AD LINES: "A Prize Winner That Deserves The Highest Praise"; "An Unusual Film With Unusual Merit"; "Entertainment That's Truly Different . . . Exciting . . . Gripping And Packed With Imagination."

Utah Blaine (129) WESTERN 75M.

ESTIMATE: Average western fare for the duallers.

CAST: Rory Calhoun, Susan Cummings, Angela Stevens, Max Baer, Paul Langton, George Keymas, Ray Teal, Gene Roth, Norman Fredric, Ken Christy, Steve Darrell, Terry Frost, Dennis Moore, Jack Ingram. Produced by Sam Katzman; directed by Fred F. Sears.

STORY: Rory Calhoun saves Ken Christy from hanging at the hands of landgrabber Ray Teal. He learns that Teal has hired gunslinger George Keymas, whom Calhoun has sworn to kill, and agrees to act as foreman on Christy's huge ranch. He meets Christy's daughter, Susan Cummings, and they fall in love. Teal is determined that Calhoun be stopped from filing his employment papers and hires huge Max Baer to provoke a fight and kill him. Calhoun beats Baer, files the papers, and escapes back to the ranch with the aid of old friend Paul Langton. They are joined by Baer, who is tired of lawlessness. Knowing that Teal intends to kill Angela Stevens, of the second largest ranch in the area, Calhoun rescues her. Keymas kills Christy, but not before the latter wills half his ranch to Calhoun. Baer is killed defending Cummings from Keymas. Calhoun organizes the townspeople against Teal, and a showdown battle brings the end of lawlessness and happiness for Calhoun and Cummings.

X-RAY: The Calhoun name is the best selling feature, with little else out of the ordinary in this formula western. There is plenty of gunplay for diehard fans of the open spaces, making it acceptable fare for the duallers. Screenplay is by Robert

MOTION PICTURE

EXHIBITOR

SERVISECTION

The original Pink Section evaluations of features and shorts

Published weekly by Jay Emanuel Publications, Inc., Publishing office: 246-248 North Clarion Street, Philadelphia 7, Pennsylvania. New York: 229 West 42nd Street, New York City, West Coast Representative: Paul Manning, 8141 Blackburn Avenue, Los Angeles 48, California. Jay Emanuel, publisher; P. J. Greenhalgh, general manager; Albert Erlick, editor; Max Cades, business manager; George Frees Nonemaker, feature editor; Mel Konecoff, New York editor.

SECTION TWO
VOL. 57 • No. 13

JANUARY 23, 1957

E. Kent and James B. Gordon. Two relative newcomers, Susan Cummings and Angela Stevens, are satisfactory in female roles.

TIP ON BIDDING: Program rates.

AD LINES: "Faster'n Lightning With His Fists . . . Even Faster With His Guns"; "Utah Blaine' Had A Score To Settle, And A Pair Of Six-Guns To Keep Score With"; "The Man Who Came Back To Give A Texas Town The Backbone To Fight For Justice."

DCA

Woman Of Rome DRAMA 93M.

(Italian-made)
(Dubbed in English)

ESTIMATE: For the art spots or sex-ploitation houses.

CAST: Gina Lollobrigida, Daniel Gelin, Franco Fabrizi, Raymond Pellegrin, Pino Piovani, Xenia Valderi, Renato Tontini, Mariano Bottino. Directed by Luigi Zampa; in charge of production, Luigi De-Laurentiis.

STORY: Gina Lollobrigida becomes an artist's model and falls in love with Franco Fabrizi, a chauffeur. A fellow model introduces her to government official Raymond Pellegrin, who falls in love with her. She is hurt and disillusioned when she learns that Fabrizi is already married and has a child, and she lets herself go so that entertaining men for money becomes easy for her. She does fall in love again with student Daniel Gelin, who is slow to return her affection. A vicious criminal, Renato Tontini, is infatuated with her, but she refuses to marry him. When Gelin is arrested for his political activities, Lollobrigida gets Pellegrin to free him, but he is remorseful that he gave away his friends during questioning. Pellegrin visits her and orders Tontini to stop annoying her. The latter follows Pellegrin home and kills him. He is arrested. Gelin kills himself, and Lollobrigida is left alone again. She vows never to have anything to do with men again.

X-RAY: The attractive Gina Lollobrigida falls in and out of romance often here, and perhaps this may assist in the selling of the film in the sexploitation spots, especially since the dialogue is in English. Otherwise, art and specialty spots may want this adult, often depressing entry. The story is fair, as is the cast, direction, and production. Screenplay is based on a novel by Alberto Moravia. This bears a Legion of Decency "C" rating.

AD LINES: "She Had A Way With Men"; "Fate Was Unkind To Her In Love And Romance"; "Any Man Could Buy Her Charms For A Price."

MGM

The Barretts Of Wimpole Street

(718) ROMANTIC DRAMA
105M.

(CinemaScope)
(Metrocolor)

(Filmed in England)

ESTIMATE: Fine film version of classic.

CAST: Jennifer Jones, John Gielgud, Bill Travers, Virginia McKenna, Susan Stephen, Vernon Gray, Jean Anderson, Maxine Audley, Leslie Phillips, Laurence Naismith, Moultrie Kelsall, Michael Brill, Kenneth Fortescue. Directed by Sidney Franklin; produced by Sam Zimbalist.

STORY: A large house on Wimpole Street contains Jennifer Jones, her two sisters, Virginia McKenna and Susan Stephen, and six brothers, all of whom live in fear of their tyrannical father, John Gielgud. Jones has been sickly for

Here is a Service to —

YOU

Investigate Its Worth!

A COMPLETE LINE OF . . .

THEATRE OPERATING FORMS
AND MANAGEMENT SYSTEMS

— are always in stock for prompt shipment

Ask for SAMPLE SHEETS!
Sold ONLY to Subscribing Theatres by
EXHIBITOR BOOK SHOP

246-248 N. Clarion Street, Philadelphia 7, Pa.

years with only her poetry and correspondence with poet Bill (Robert Browning) Travers providing her with some happiness. Travers is moved into attempting to see her and does so while the father is away. He admits his love, and their romance brings about an amazing recovery for her. Her doctors suggest a trip to Italy, but Gielgud refuses to hear of it and instead plans to move deep into the country to discourage any and all visits. When Gielgud finds that McKenna has been seeing an Army officer secretly, he is greatly angered and forces her to swear that she will never see him again. This scene plus Travers' love persuades Jones to accept his proposal. Following a scene where Gielgud hints his feelings toward Jones might be more than paternal, she secretly leaves to wed Travers. When Gielgud discovers her absence, his rage is great but he can do naught.

X-RAY: High in quality and flavored with expert craftsmanship is this romantic drama dating to the 1800's that will be appreciated best by those who seek the finer things in life such as classic paintings, artistic treasures, and by women who go for romance. It may also provide a good change of pace in today's scheme of things where speed and rapidity of movement come foremost. The cast performs well, with Jones, Travers, and Gielgud bringing life to the characters and the situations. The direction and production are good. This has been done before on screen, on stage, and on television so exactly how large an audience awaits this is something to be considered by theatremen. The screenplay is by John Dighton based on the play by Rudolf Beisier. There is a song, "Wilt Thou Have My Hand."

TIP ON BIDDING: Higher bracket in many situations.

AD LINES: "One Of The Greatest Romances Of The Ages Come Alive On The CinemaScope Screen In Metrocolor"; "An Unforgettable Screen Experience."

Boys Town (716)

MELODRAMA
96M.

ESTIMATE: Reissue of topnotch family meller.

CAST: Spencer Tracy, Mickey Rooney, Henry Hull, Leslie Fenton, Gene Reynolds, Edward Norris, Addison Richards, Minor Watson, Jonathan Hale, Bobs Watson, Martin Spellman, Mickey Rentschler, Frankie Thomas, Jimmy Butler, Sidney Miller, Robert Emmett Keane, Victor Killian. Directed by Norman Taurog.

X-RAY: When first reviewed in THE SERVICESECTION of September, 1938, it was said: "Here, indeed, is a fine family picture. It is the sort of picture that exemplifies why the motion picture industry is a great industry. Furthermore, it combines a moral lesson with entertainment. As such it emerges as a show which deserves to do business. It has no love story, is devoid of romantic angles, but is a sincere story of boys and how the faith of a Catholic priest brought new hope to boys of all creeds. Story tells of Father Flanagan and how he started Boys Town, near Omaha, Nebraska . . ."

AD LINES: "The True Story Of The Famous Boys Town, Nebraska"; "Brought Back For You To Enjoy Once More"; "One Of The Screen's All Time Great Entertainments."

Green Dolphin Street (715)

DRAMA
141M.

ESTIMATE: Reissue has names to help.

CAST: Lana Turner, Van Heflin, Donna Reed, Richard Hart, Frank Morgan, Edmund Gwenn, Dame May Whitty, Reginald Owen, Gladys Cooper, Moyna Macgill, Linda Christian, Bernie Gozier, Pat Aherne, Al Kikume, Edith Leslie, Gigi

Perreau. Produced by Carey Wilson; directed by Victor Saville.

X-RAY: When first reviewed in THE SERVICESECTION of October, 1947, it was said: "Women should undoubtedly get a thrill and varied emotions from this different and lengthy piece of filmcraft. Based on a best-selling novel of the same name by Elizabeth Goudge, this should have a large potential audience. The names should help put it across . . . Production is lavish with special effects . . . The earthquake sequence in particular being outstanding . . ."

AD LINES: "Great Cast, Great Book, One Of Our All-Time Great Pictures"; "Brought Back For You To Enjoy Once Again"; "One Of The Screen's Greatest Romances Brought Back By Demand."

20TH-FOX

Oasis (632)

MELODRAMA
84M.

(Filmed in Morocco)
(Eastman Color)
(CinemaScope)
(Dubbed in English)

ESTIMATE: Mediocre programmer.

CAST: Michele Morgan, Pierre Brasseur, Cornell Borchers, Gregoire Aslan, Ulrich Beiger, Max Elloy, Florelle, Gilles Galion. Produced by Luggi Waldleitner and Gerd Oswald; directed by Yves Allegret.

STORY: A ring of crooks learns Pierre Brasseur, owner of an oasis in Africa, has a large amount of gold coming out via a caravan. Gregoire Aslan, Michele Morgan, and Cornell Borchers are assigned to get the necessary information for hijacking same. Brasseur and Borchers become lovers en route. Morgan becomes fed up with the methods of the ring and decides to leave. She changes her mind when she learns that Brasseur is to be murdered and instead returns to warn him. A romance blossoms between them, and Borchers is in a jealous rage. They reach the oasis, and Aslan and his men make their play. Brasseur takes to a plane at the last moment and stampedes the herd of camels into Aslan, Borchers, and company so that they are eliminated. The gold is saved, and Brasseur and Morgan are free to live a life of happiness together.

TIP ON BIDDING: Lower rates.

X-RAY: Everyone looks suspicious and acts suspicious. Even the plot is suspicious to say nothing about being confusing. The authentic scenery, settings, and people can do little to alleviate the lengthy conversations that take place throughout. It is different, but the dubbing has a tendency to detract if audiences watch close enough. The acting, direction, and production are fair. It works out as filler for the lower half. The screen adaptation is by Joseph and Georges Kessel, with dialogue by Ben Barzman.

AD LINES: "Beautiful Adventuresses For Hire . . . Go Anywhere . . . Do Anything For A Price"; ". . . 'She Would Do Anything Short Of Murder'; 'An Exciting Adventure Filmed In Mysterious Morocco.'"

Three Brave Men (701)

DRAMA
88M.

(CinemaScope)

ESTIMATE: Topical, thought-provoking drama has documentary flavor.

CAST: Ray Milland, Ernest Borgnine, Frank Lovejoy, Nina Foch, Dean Jagger, Virginia Christine, Edward Andrews, Frank Faylen, Diane Jergens, Warren Berlinger, Andrew Duggan, Joseph Wiseman, James Westerfield, Richard Anderson, Olive Blakeney, Robert Burton, Ja-

son Wingreen, Ray Montgomery, Sandy Descher, Patty Ann Gerrity, Jonathan Hiole, Barbara Gould, Fern Barry, Joseph McGuinn, Samuel Colt. Produced by Herbert B. Swope, Jr.; written and directed by Philip Dunne.

STORY: Ernest Borgnine, employed by the Navy Department in Washington for 22 years, is dismissed from his job as a security risk. Stunned by the action and seemingly powerless to fight the charges, he considers leaving the small community where he lives. Mayor Edward Andrews and other friends in the town convince him that it is best to stay and fight, and he hires lawyer Ray Milland. A check of Borgnine's background reveals that he did at one time belong to an organization labeled as subversive but quit when he realized what it was. Aided by testimony from friends and neighbors, Borgnine is cleared by a hearings board led by Frank Lovejoy and expects to return to work. Weeks drag into months, and he is brusquely notified by Dean Jagger, assistant Secretary of the Navy, that the board's recommendation has been reversed, and he is fired. Milland continues the fight, aided by Borgnine's neighbors, and they prevail upon Jagger to reopen the case. Detailed investigation proves that many of the charges against Borgnine were made by cranks and personal enemies. He is reinstated by Jagger, who publicly apologizes, stating that the rights of the individual can't be ignored, even in matters of national security.

X-RAY: There is no doubt that the message in this film is an important one. The topic of security has been in the news much in the past few years, and this film is based on an actual happening. There is certainly a lesson to be learned. However, as theatre entertainment, the film leaves something to be desired. Borgnine is sincere in the role of the harassed employee; all lead roles are well handled; and Frank Faylen turns in a gem of a supporting job as a crusty postman. Exhibitors can take advantage of tieups with many organizations that are sure to rally to the support of the film if they learn what it is about. The more talk that can be generated the better, as this one will need considerable initial push to get it rolling. It is a thoughtful film and a quiet one and will be best appreciated by more discriminating theatre-goers. It's not for the action fans.

TIP ON BIDDING: Fair program rates.

AD LINES: "Washington's Hottest Hot Potato, The Security Program, How Does It Work?"; "His Job Gone, His Neighbors Whispering, Where Could He Turn?"; "Torn From Today's Headlines . . . The Blistering Story Of 'Three Brave Men'."

UNITED ARTISTS

Crime Of Passion

MELODRAMA
84M.

(Goldstein)

ESTIMATE: Fine acting lifts crime meller above average program fare.

CAST: Barbara Stanwyck, Sterling Hayden, Raymond Burr, Fay Wray, Royal Dano, Virginia Grey, Dennis Cross, Robert Griffin, Jay Adler, Malcolm Atterbury, John S. Launer, Brad Trumbull, Skipper McNally, Jean Howell, Peg LaCentra, Nancy Reynolds, Marjorie Owens, Robert Quarry, Joe Conley, Stuart Whitman. Executive producer, Bob Goldstein; produced by Herman Cohen; directed by Gerd Oswald.

STORY: Clever reporter Barbara Stanwyck aids policemen Sterling Hayden and Captain Royal Dano in capturing a murderer and falls in love with Hayden. Despite her wish for a career rather than

marriage, they are wed and she settles down to the rather stodgy life of a policeman's wife. Hayden's seeming lack of ambition infuriates Stanwyck, who desires promotion for her husband. She schemes her way into the confidence of Fay Wray, wife of Inspector Raymond Burr, and undermines Burr's confidence in Dano. She and Burr begin an affair, and Stanwyck manages to have Hayden appointed to replace Dano. When Wray's health forces Burr to retire, Stanwyck is sure Hayden will be appointed Inspector. Burr realizes, however, that Dano is right for the job and tells Stanwyck he has no intention of recommending Hayden. Infuriated, she steals a gun being held as evidence at the police station in another murder and kills Burr. Hayden is assigned to the crime and deduces that only Stanwyck could have committed the crime with the stolen gun. His sense of duty forces him to arrest his wife, who is the victim of her uncontrollable ambition.

X-RAY: Superior acting by an accomplished cast raises the level of this crime meller considerably. The story is relatively simple and the pace lags a bit in spots, but some excellent dialogue maintains interest. Stanwyck, Hayden, and Burr share acting honors, with supporting players also doing top work. The feature should fit well into the program of most theatres, and affords an example of police work as a relatively unglamorous profession. Although there is a familiar ring to the story, performances make the difference. Story and screenplay are by Joe Eisinger. This bears a Legion of Decency "B" rating.

TIP ON BIDDING: Fair program rates.

AD LINES: "Ambition And Greed Drove Her Relentlessly To Her 'Crime Of Passion'"; "A Shocking Crime, A Dedicated Cop, A Heartbreaking Solution"; "Where Did Love End And Duty Begin?"

Drango

DRAMA
92M.

(Earlmar)

ESTIMATE: Absorbing post-Civil War drama.

CAST: Jeff Chandler, John Lupton, Joanne Dru, Morris Ankrum, Ronald Howard, Julie London, Donald Crisp, Helen Wallace, Walter Sande, Parley Baer, Amzie Strickland, Charles Horvath, Barney Phillips, David Stollery, Mimi Gibson, Paul Lukather. Produced by Hall Bartlett; directed by Bartlett and Jules Bricken.

STORY: The war over, Union Major Jeff Chandler and his aide, Capt. John Lupton, are sent to restore a small town in Georgia destroyed by Sherman's "March to the Sea." The town leader, Donald Crisp, and his son, Ronald Howard, refuse to offer any assistance, and typify the violent hatred of the townsfolk. Chandler, however, is determined to rebuild the town without resorting to force. Seeing it as a chance to restore law and order, Chandler insists that Morris Ankrum, a local Union sympathiser who had killed a member of a mob trying to lynch him, stand trial in town, despite the pleading of Ankrum's daughter, Joanne Dru, that he be sent to the Fort. Howard, who is plotting to start the war again, orders Ankrum killed. This is the start of a series of incidents, including killings and an attempted robbery of the town's food supply. Chandler slowly wins over a few from the town, including Dru, but his commanding officer warns him to use troops to restore order. Howard discloses that Chandler had been in charge of the Union forces that had razed their town. Wild with rage the men in the town agree to march with Howard on the Fort. While Chandler is away Howard forces Julie London, who had fallen in love with Lupton, to lure him to where Howard's men

can kill Lupton. Chandler returns as the town is ready to march and pleads with them. Howard wounds Chandler, but Crisp, realizing his son is dangerous and mad, kills him. The shock restores the townsfolk sense of reality, and they agree to follow Chandler's lead.

X-RAY: The bitter hatred and resentment of the South after the Civil War has been vividly woven through the fabric of this above average entry. Avoiding most of the stereotyped situations and characters of the period, there is a ring of reality and honesty to this film which should communicate itself to the audience. A fine cast, headed by Jeff Chandler, under the expert hand of Hall Bartlett, who had a hand in the producing, directing, and writing, give excellent performances. Not a pretty film, this is an emotion-packed entertaining effort. Screenplay by Hall Bartlett.

AD LINES: "Powerful Drama Of The South After The Civil War"; "Jeff Chandler In The Most Emotion-Packed Role Of His Career"; "A Film That Has A Shattering Impact."

Five Steps To Danger

MELODRAMA
80M.

(Kesler)

ESTIMATE: Interesting meller for the program.

CAST: Ruth Roman, Sterling Hayden, Warner Klemperer, Richard Gaines, Charles Davis, Jeanne Cooper, Peter Hansen, Karl Lindt, John Mitchum, John Merrick. Written, produced, and directed by Henry S. Kesler.

STORY: Sterling Hayden, on vacation, meets Ruth Roman when his car breaks down and accompanies her to Santa Fe, N. M., to share the driving. They are followed, and at a roadside cafe, Hayden is accosted by nurse Jeanne Cooper, who tells him that Roman had suffered a nervous breakdown and must be watched. Accompanying Cooper is Werner Klemperer, Roman's psychiatrist. In Arizona, they are stopped by a sheriff who wants to question Roman about the murder of an intelligence agent. She and Hayden escape, and she tells him her story. Her brother had been killed in Berlin by Soviet agents, and she had been entrusted with a steel mirror bearing code markings of Soviet intercontinental ballistic plans. She must get these to a scientist. They are rebuffed by college professor Richard Gaines. Klemperer and Gaines are actually Soviet spies, and Klemperer, unsuccessful at attempts to find the secret information, attempts to have Roman committed to an institution. She escapes to Hayden, and they are married. They learn that the scientist is at a nearby government installation, where Roman exposes him as another spy. Klemperer attempts to kill her and Hayden, but intelligence agents cut him down and break up the ring. Hayden and Roman resume his vacation together.

X-RAY: The twists and turns of this plot prove just a bit confusing at times, but on the whole, interest is maintained. It should fit on the program, with sufficient action and suspense to satisfy most theatregoers. Roman and Hayden provide marquee help and good performances. There is little that is new here, but the pace is fast and production credits are satisfactory.

TIP ON BIDDING: Program price.

AD LINES: "Tension To The Breaking Point"; "A Taut Tale Of Espionage, And Only 'Five Steps To Danger'."

THE SERVICESECTION is the only service of its kind giving a full coverage, listing, and reviews of all features and shorts in the domestic market.

U-International

Istanbul (5709)

MELODRAMA
84M.

(CinemaScope) (Technicolor)

ESTIMATE: Okay programmer has Flynn name to help.

CAST: Errol Flynn, Cornell Borchers, John Bentley, Torin Thatcher, Leif Erickson, Peggy Knudsen, Martin Benson, Nat "King" Cole, Werner Klemperer, Vladimir Sokoloff, Jan Arvan, Nice Minardos, Ted Hecht, David Bond, Roland Varno, Hillevi Rombin. Produced by Albert J. Cohen; directed by Joseph Pevney.

STORY: Returning to Istanbul after five years, Errol Flynn learns customs inspector John Bentley still suspects him in the disappearance of \$200,000 worth of smuggled diamonds never recovered. At the hotel, he is unable to get his usual suite, now occupied by tourist Leif Erickson and Peggy Knudsen, so he takes an adjoining room. He goes to the bar where he remembers being with beautiful German girl Cornell Borchers whom he planned to wed and for whom he bought a bracelet from Vladimir Sokoloff, which contained the uncut diamonds. He had secreted the diamonds, but soon tangled with petty thief Werner Klemperer and shady dealer Martin Benson, out for the stones, and Bentley, who deported him when he refused to cooperate with the law after Sokoloff was murdered. He believes reports that Borchers perished in a fire at her apartment house. Klemperer shows up again and tries to get Flynn to contact Benson, but Flynn is out to retrieve the gems himself. He sees a girl whom he is sure is Borchers, but who claims she is the wife of British engineer Torin Thatcher. Flynn gets the gems when Erickson and Knudsen are out of the room and hides them in their luggage, figuring they will innocently take them to Paris with them, where he will retrieve them. Benson has Borchers kidnapped and tries to make a deal with Flynn for her freedom in return for the diamonds. Flynn sets Benson's shop afire and escapes with Borchers. The shock restores her memory, but she feels she owes it to Thatcher to remain with him. Flynn decides to square himself with Bentley and reveals where the diamonds are. He takes off alone on the plane for Paris as Borchers races to the airport to join him, having realized he is her one love. Bentley orders the plane back to the field and Flynn and Borchers are reunited.

TIP ON BIDDING: Fair program rates.

X-RAY: This is a routine diamond smuggling meller and on the strength of Flynn's draw should do okay as a programmer. It moves sprightly enough although it is pretty familiar in spots. Production is all right, with the Technicolor and CinemaScope a help. Nat "King" Cole sings "I Was A Little Too Lonely" and "When I Fall In Love," and his name gives added marquee strength. Screenplay is by Seton I. Miller, Barbara Gray, and Richard Alan Simmons, from a story by Miller.

AD LINES: "Fabulous Gems The Prize In This Adventure In A Fabulous Land"; "A Gem Of A Smuggling Thriller"; "Where The Passions Of The East Met The Sins Of The West."

Kelly And Me (5714)

DRAMA
86M.

(CinemaScope)

(Print by Technicolor)

ESTIMATE: Okay program entry.

CAST: Van Johnson, Piper Laurie, Martha Hyer, Onslow Stevens, Herbert Anderson, Gregory Gay, Dan Riss, Maurice Manson, Douglas Fowley, Frank

Wilcox, Yvonne Peattie, Elizabeth Flournoy, Lyle Latell. Produced by Robert Arthur; directed by Robert Z. Leonard.

STORY: Van Johnson is getting nowhere in his vaudeville career as a song-and-dance man until he accidentally teams with police dog Kelly, who has been abandoned by Gregory Gay. After this, the act improves and he tastes success. Enroute to a new booking, he meets and helps out young Piper Laurie, daughter of movie producer Onslow Stevens. She persuades Stevens to sign both for a dog picture over the objections of fiance and actress Martha Hyer. The film is a hit, and money pours in as Kelly obeys Johnson implicitly. After a series of hits, Johnson's ego gets the better of him, not giving proper credit to the dog. When the truth that he is dependent on the dog finally sinks in, he thinks of leaving, which he is forced to do anyway when Gay shows up to claim Kelly. The dog refuses to work for Gay and runs away, following Johnson to San Francisco where he has a club date. They are reunited in a touching climax, with Laurie and Johnson also finding they have been in love all along.

X-RAY: A little on the cornball side, this entry serves as an adequate programmer, with most of the interest centering on the behind-the-set scenes at the Hollywood studio and Kelly, the versatile dog, garnering much attention and applause with his tricks and understanding. The humans are okay, and the direction and production are satisfactory. The story and screenplay are by Everett Freeman. It's good for the family trade.

TIP ON BIDDING: Fair program rates.

AD LINES: "How A Hollywood Star Is Made"; "Exposing Hollywood's Tricks Of The Trade"; "Fun For All The Family."

Mister Cory (5713)

DRAMA
92M.

(CinemaScope)
(Eastman Color)

ESTIMATE: Well-made, attractive drama.

CAST: Tony Curtis, Martha Hyer, Charles Bickford, Kathryn Grant, William Reynolds, Henry Daniell, Russ Morgan, Willis Bouchee, Louise Lorimer, Joan Banks, Harry Landers, Glen Kramer, Dick Crockett. Produced by Robert Arthur; directed by Blake Edwards.

STORY: Tony Curtis leaves the slum area of Chicago where he was born and raised and heads west, winding up as a bus boy in an exclusive summer resort working for Henry Daniell. He meets attractive Kathryn Grant and through her, her beautiful sister, heiress and socialite Martha Hyer. Grant knows his job but doesn't give him away. He intrigues Hyer, and she agrees to go away with him for a few weeks. He tries to raise money by playing cards but loses to professional gambler Charles Bickford. Hyer learns he is a bus boy and breaks with him. Curtis leaves and for several years builds a bankroll and reputation as a gambler in various parts of the country, meeting Bickford again in Reno where they team up. He hasn't forgotten Hyer and sends her flowers, nor has Grant forgotten him. Underworld big-wig Russ Morgan opens a society gambling spot in Chicago and puts Curtis and Bickford in charge for a percentage. All the elite turn out, as does Hyer, her fiance William Reynolds, Grant, and others. Hyer resumes her affair with Curtis while Morgan warns him to go easy with Reynolds as his father is quite influential. Curtis asks Hyer to marry him, but she evades giving him an answer. He realizes she is nothing but a high class tramp and throws her out. Reynolds shows up with a gun and wounds him, but he refuses to press charges and leaves since the club

is to be closed by the police anyway. Recovering, Curtis and Grant go off together to discuss their future.

X-RAY: Smoothly done with a yarn that moves well and keeps interest on high throughout, this entry should please those audiences seeking intriguing drama with romance as an added factor. The rags to riches theme makes for added interest, and the whole is spiced with some good performances and solid direction and production. Curtis and Grant are particularly impressive, and color and CinemaScope add to the overall quality and presentation. The screenplay is by Blake Edwards, based on a story by Leo Rosten.

TIP ON BIDDING: Higher program rates.

AD LINES: "Follow 'Mister Cory' On The Road To Riches, Romance, And Adventure"; "There Never Was A Romance Like This."

The Night Runner (5710)

MELODRAMA
79M.

ESTIMATE: Psychological drama for the lower half.

CAST: Ray Danton, Colleen Miller, Merry Anders, Willis Bouchee, Henry Jackson, Robert Anderson, Jean Inness, Eddy C. Waller, John Stephenson, Alexander Campbell. Produced by Albert J. Cohen; directed by Abner Biberman.

STORY: Ray Danton is released from an overcrowded state mental hospital not fully cured. He is told to avoid pressure. He winds up on the outskirts of the city where it seems peaceful at a motel owned by Willis Bouchee and his daughter, Colleen Miller. Eventually, they fall in love, and she gives him confidence to seek a job. Bouchee attempts to discourage them, opens a letter from one of the doctors at the institution, and learns Danton's background. He orders him from the place and calls him a lunatic. Danton kills him and makes it look like robbery, taking some bills that were stained with some of Miller's nail polish. He uses them one night to pay a bill and this starts other incidents which could reveal Danton's guilt. He attempts to kill Miller as well. At the last moment, he recovers his sanity and phones the police. He awaits their arrival as Miller weeps.

TIP ON BIDDING: Program rates.

X-RAY: The story here holds interest fairly well, but it's none too pleasant. The performances are okay, and the direction and production are average. The moral here establishes the need for bigger mental institutions. It's okay for the lower half. The screenplay is by Gene Levitt, based on a story by Owen Cameron.

AD LINES: "Was Any Woman Safe From His Terror?"; "Are Mental Patients Turned Loose Too Soon?"; "He Had Problems That Could Lead To Murder."

WARNERS

Top Secret Affair (609)

COMEDY
100M.

ESTIMATE: Highly amusing comedy.

CAST: Susan Hayward, Kirk Douglas, Paul Stewart, Jim Backus, John Cromwell, Roland Winters, A. E. Gould-Porter, Michael Fox, Frank Gerstle, Charles Lane. Produced by Martin Rackin; supervising producer, Milton Sperling; directed by H. C. Potter.

STORY: Susan Hayward, publisher of News World Magazine, is upset when her choice to head the Joint Atomic International Commission is passed over for military man Major General Kirk Douglas. She and editor Paul Stewart plan to expose him in a forthcoming issue of the magazine. Douglas is ordered to report

to her home for interviewing along with public information officer Jim Backus. While Hayward eggs him on, she has her photographer take pictures of him in all sorts of poses. Close contact causes them to fall in love, but the cold of daylight convinces him he is married to the Army. He tells her he was once in love, but the girl turned out to be a spy. Scorned, she continues with the expose. As the magazines are about to be distributed, he changes his mind and proposes to her. She is helpless to change things at this point. The magazine causes all kinds of commotion in Washington, and a Senate committee even holds hearings. Hayward resigns from the magazine and tries to correct her wrong, but the committee is unimpressed. At the last moment, secret documents are declassified by the White House so that Douglas can tell the real story about how he fell in love with a spy, fed her false information, and then shot her. He is cleared, and confirmation is assured him. Before Hayward can get away he catches up with her to protect her from irate vets. The future looks good for the pair.

X-RAY: There are a number of scenes and sequences that are amusing and laugh-provoking, with the cast carrying out their assignments in fine fashion. The plot is light, gay, and should provide most viewers with some fun as the on-again-off-again romance between a lady editor-publisher and an Army General is explored. The cast is well suited to its task, with Hayward and Douglas particularly noteworthy, and the direction and production is in the better category. The pace is well maintained from start to finish. A sneak preview audience seemed to enjoy the film, with quite a number of laughs and favorable comments noted. The screenplay is by Roland Kibbee and Allan Scott, based on characters from "Melville Goodwin, U.S.A.," by John P. Marquard.

TIP ON BIDDING: Higher bracket.

AD LINES: "She Wanted To Expose Him Until She Fell In Love With Him"; "Their Love Affair Hit Washington Like A Bombshell"; "The On-Again-Off-Again Love Affair That Even The Senate Decided To Investigate."

ENGLISH FILMS

Wee Geordie

COMEDY DRAMA
93M.

(Times)
(English-made)

ESTIMATE: Highly amusing entry.

CAST: Bill Travers, Alastair Sim, Norah Gorsen, Molly Urquhart, Francis de Wolff, Jameson Clarke, Jack Radcliffe, Brian Reece. Produced by Sidney Gilliat and Frank Launder; directed by Launder.

STORY: The son of a gamekeeper in the Scottish Highlands is small for his age and is the subject of much laughter on the part of the lads and lassies. Even his best girl is taller than he. He sees an ad in the paper offering to make him stronger and bigger for a small sum if he will follow the lessons faithfully, and he sends away for them. As the years pass, Bill Travers becomes the biggest, strongest lad in the area. He starts practicing to throw the hammer until the British Olympics committee hears of him and he is persuaded to leave home and sweetheart Norah Gorsen to try out in the Olympics in Australia for Britain. A Danish lady shot-putter tries to romance him, but he is a cautious lad. At the event, he is last and likely to lose until he thinks of Gorsen. He throws a winner. The Danish shot-putter embraces him, and this is photographed and broadcast around the

world, even to the Scottish Highlands. Upon his return, he has a hard time convincing Gorsen and the others that it was merely enthusiasm.

X-RAY: There is quite a bit of humor here, and art and specialty house audiences will best appreciate the proceedings, although there is nothing to prevent a regulation operation from having a try at playing the import. It's well done, the story holds interest most of the time, and the cast gives a good account of itself, while the direction and production are good. A little more selling may mean a little more in returns. The screenplay is by Gilliat and Launder, based on the novel by David Walker.

AD LINES: "A Mighty Man Was Wee Geordie Except When It Came To Romance"; "Fun For All Who Would See The Adventures Of 'Wee Geordie'"; "A Film Full Of Fun That Shouldn't Be Missed By Anyone."

FOREIGN

Angels Of Darkness

DRAMA
84M.

(Excelsior)
(Italian-made)
(Dubbed into English)

ESTIMATE: Exploitation item.

CAST: Linda Darnell, Anthony Quinn, Valentina Cortese, Lea Padovani, Giulietta Masima, Lilla Brignone, Carlo Dapporto. Produced and directed by Giuseppe Amato.

STORY: When one of the inmates of a Rome house of prostitution attempts suicide, it is closed, and the other girls, Linda Darnell, Valentina Cortese, and Lea Padovani look for other quarters during their enforced holiday. Padovani goes to visit her school-age daughter. Darnell and Cortese find refuge with Giulietta Masima. Darnell takes a ride to her home town, spends a few minutes with her mother, and then returns to Rome. Cortese finds an ad in the newspaper columns stating Anthony Quinn is looking for a girl to marry to go to Venezuela with him. They meet and are attracted to each other, but complications ensue when she doesn't have a passport. Padovani returns with her daughter, determined to change her occupation so she can keep her. Quinn agrees to marry Cortese anyway, and his family comes to town for the event. The mayor of Quinn's home town discovers her past and berates her for not telling Quinn. She runs away and is killed by a truck. Darnell is warned by a doctor to care for her heart which has given her a little trouble, but she ignores this advice until she has a heart attack during a police raid. She decides to go home but realizes her real home is the bordello, so back she goes.

X-RAY: Despite the presence of Linda Darnell, payoff on this will still be limited to the exploitation spots and some art situations where the lives and loves of Rome prostitutes may be accepted and condoned. The story is long, sometimes depressing, and the acting, direction, and production are standard. The screenplay is by Cesare Zavattini.

AD LINES: "They Took Their Romance Where They Could Find It"; "Three Girls . . . Their Lives And Loves"; "A Drama For Adults Only."

La Sorciere

DRAMA
97M.

(Ellis Films)
(French-made) (Filmed in Sweden)
(English titles)

ESTIMATE: Okay art house entry.

CAST: Marina Vlady, Maurice Ronet, Nicole Courcel, Michel Etcheverry, Ulf Palme, Rune Lindstrom, Erik Hell. Pro-

duced by Netzger and Woog, Iena Productions; directed by Andre Michel.

STORY: French engineer Maurice Ronet arrives in Sweden to work on the timberlands of wealthy widow Nicole Courcel, who is aloof. While fishing and hunting, he comes across Marina Vlady, lovely and wild young girl who lives with her grandmother deep in the woods. They are shunned by villagers and other superstitious inhabitants as witches. They get better acquainted and eventually fall in love. He introduces her to the luxuries of civilization with a trip to town. This causes a jealous rage on the part of Courcel. Ronet informs her he hopes to marry the girl, but Vlady refuses, half believing she is a witch. When she tries to surrender in the church she is stoned and mobbed and runs off in the forest to die with Ronet brokenheartedly seeking her.

X-RAY: Mayhaps art house audiences will be attracted to this off-beat romantic drama from abroad which is done well enough. The cast is good, the direction and production adequate, while the story could stand a bit of reduction to keep things a bit more interesting. Jacques Companeuz wrote the script adapted from the novel by Alexander Kouprine.

AD LINES: "The Adventures Of A French Engineer In Sweden"; "He Liked His Romance Wild And Untamed—Qualities He Found In The Sorceress"; "He Had To Choose Between Two Women—One Wealthy, Refined And Beautiful—The Other Wild, Untamed And Lovely."

MISCELLANEOUS

The Big Fun Carnival

NOVELTY
90M.

(Artists Producers Associates)

ESTIMATE: Novelty should please youngsters at special showings.

CREDITS: Marian Stafford, Jared Reed, the Bunin Puppets. Written and produced by Louis M. Heyward and Nat Wilkes; directed by Marc Daniels; executive producer, Martin H. Poll.

STORY: Attractive Marian Stafford, folk singer Jared Reed, and the Bunin Puppets appear on screen before and after a number of shorts that make up this feature-length presentation. There is an intermission to give the youngsters a rest. The shorts, mostly Paramount releases of a few years back, include: "The Five Hundred Hats Of Bartholomew Cubbins," "Lasso Wizards," "Crazy Town" (with Betty Boop), "Five Fathoms Of Fun," "Silly Goose," "Monkey Business," "Hoola Boola," "The Busy Little Bears," and "Toys Will Be Toys."

X-RAY: This entry is the first of a series of 12 presentations, the running time of which will vary between 90 and 100 minutes, scheduled for theatres at the rate of one every weekend or on alternate weekends. It provides exhibitors with a project that can be continually plugged if the series is purchased. The distributor controls the theatrical rights for a period of three years, but at the same time, it was admitted that one or more subjects may have played TV at some prior time. The program is designed to appeal to youngsters between the ages of six and 12 and has been ballyhooed enough to get the small fry away from their TV sets, especially if door prizes and other gimmicks are offered. The fact that the film shorts were originally released by Paramount some eight to 10 years ago needn't affect the audiences sought, since they will appear as new releases to that age group. Otherwise it has enough dash and flash to bring in the cash with a bit of promoting.

AD LINES: "The Youngsters' Own Show"; "Fun For All Youngsters On The Big, Big Screen"; "Cartoons, Laughs,

Screen Songs, Sports, Puppets—Something For All Youngsters To See And Enjoy."

Oedipus Rex

DRAMA
88M.

(Motion Picture Distributors)
(Eastman Color)
(Filmed in Canada)

ESTIMATE: Strictly for the specialty spots and situations catering to the school trade, drama groups, etc.

CAST: Douglas Rain, Douglas Campbell, Eric House, Robert Goodier, Donald Davis, Eleanor Stuart, Tony Van Bridge, Eric House, William Hutt. Produced by Leonid Kipnis; directed by Tyrone Guthrie.

STORY: The people in the land ruled by King Oedipus are plagued by ill fortune and the gods promise relief if the slayer of their former king is apprehended and punished. The story is reluctantly put together. Oedipus (Douglas Campbell) unwittingly slew his own father and married his mother. He is banished from the land.

X-RAY: One set is utilized, and the players all wear horrific and interpretive masks. The tragedy unfolds leisurely at times while at still other times it radiates suspense and the unusual as to story and performance. The voices of the players get across the ancient tragedy first related by Sophocles nearly 2,500 years ago, and the settings and atmosphere are unusual to say the least. For those audiences seeking the off-beat and the different in film entertainment, this is it. For college students and others who follow the drama avidly and with thoroughness, this is again it. They will best appreciate the happenings on screen, as will the steady art house patron who is accustomed to the unexpected in his film fare. There is much imagination displayed in the making of the film and the Stratford, Ontario, Shakespearean Festival players are quite competent. This version is by W. B. Yeats.

AD LINES: "A Truly Different And Remarkable Film"; "Unusual Entertainment For The Discriminating"; "A Gem For Adult Lovers Of The Drama."

The Shorts Parade

THREE REEL

Comedy-Drama

THE BESPOKE OVERCOAT. George K. Arthur. 33m. David Kossoff and Alfie Bass star in this tale about a ghost who returns to discuss with his tailor-friend an overcoat that he ordered just prior to his death. Recalled is the situation wherein it is no longer practical to repair his old coat so he orders a new one. Before it can be completed, the elderly clerk is fired. He dies soon after. Ghost and tailor go to the dead man's former employer and select an expensive, sheep-lined coat, which he feels is due him, after which the ghost leaves to return wherever ghosts are supposed to go. Heavy Yiddish accents do not help in getting across the story. FAIR.

TWO REEL

Comedy

HOOFS AND GOOFS. Columbia—Three Stooge Comedies. 15½m. Joe Besser makes his debut here as one of the Stooges. He reads a book on reincarna-

(Continued on page 4283)

JUST A REMINDER • • These PINK "SERVISECTIONS" are the industry's oldest and most reliable means of establishing a file of reference data that becomes more valuable with each passing month and year. . . . Published every-second-week (26 forms each year) they are compiled and indexed by the Film Season starting with the first issue of September and ending with the last issue of August. . . . Separately bound and separately numbered, the last page of each form always indexes all Features reviewed since the start of the particular season, and the preceding "SERVISECTION" page on which any review may be found. . . . Reviews of Short Subjects are indexed at regular intervals. . . . At the end of each Film Season you will have accumulated a complete and detailed history of all film distributed in it, for your later use in locating reissuable or replayable product.

COMPLETE BACK SEASONS—are available to Subscribing Theatres at 52c per set!

. . . plus the fact that this is the ONLY*
reviewing service in the entire trade press
that gives detailed analytical reviews to
ALL Features and ALL Shorts distributed
during any particular Film Season!!!

*THIS WE WILL BE HAPPY TO PROVE THROUGH A CONTRAST STUDY OF PAST SEASONS.



AND . . .

For those Subscribing Theatres who wish to save and classify by seasons . . .

THE "Service-Kit" RING BINDER

will adequately house 2 Film Seasons (52 forms)

This sturdy, stiff-backed, 3-ring, loose-leaf binder is covered in dark blue levant grain Fabricoid that guarantees a long and useful life. The size is 10½ x 12¾ inches to fit these forms.

PRICE: \$1.25 ea. (Including postage and delivery to the Subscriber) ALL SALES PREPAID

The Shorts Parade

(Continued from page 4281)

tion and is convinced that their long departed sister will come back to them in another form. The three meet a horse who convinces them she is their sister, and they take her home, hiding her from the landlord, Benny Rubin. She really throws them as she has a colt in their bedroom. At this point, Besser awakens to discover the whole episode was a dream. This is ridiculous. BAD. (1404).

PARDON MY NIGHTSHIRT. Columbia—All Star Comedy. 16m. Andy Clyde, new professor of psychiatry, gets involved in the hunt for a nightshirt bandit who has been robbing dormitories on the campus. He corners him but gets so involved that he is mistaken for the bandit and almost caught and ruined by the girls in their quarters before he finally is instrumental in capturing the bandit and everything comes out okay in the end. FAIR. (1475).

Musical

RIDDLES IN RHYTHM. U-I—Musical Featurette. 15m. This musical short features the Lancers, Matt Dennis, Leigh Snowden, Kay Brown, Earl Barton, Augie and Marge, Jack Costanza, and the Nelson Riddle orchestra with such musical numbers as "Lisbon Antigue," "Jazz Ballet," "You Are My Lucky Star," "We Belong Together," "Barton's Routine," "Free," and "Brother John." GOOD. (3651).

SKYLARKIN' TIME. U-I—Musical Featurette. 15m. Performers Dick Kallman, Peggy Taylor, Buddy Morrow and his orchestra, and the Skylarks are to be seen here performing such numbers as "Night Train," "Love Is A Dangerous Thing," "Such A Wonderful Guy," "Love Me Or Leave Me," "Swing Low Sweet Chariot," and "The Darktown Strutters' Ball." FAIR. (3652).

ONE REEL

CinemaScope Color Cartoons

MEET MOTHER MAGOO. Columbia—CinemaScope—Magoo Cartoons. 6m. Under the mistaken impression that it is his mother's birthday, Magoo visits her and tries to make her day lighter by cooking a meal for her, etc. She has gone through this before with him, and expects the worst. When he sneezes from an overdose of pepper, she puts him to bed and doses him with evil tasting medicines which drive him back home. She is free to resume her normal existence once again. EXCELLENT. (1753).

Color Cartoons

BOX CAR BANDIT. U-I—Walter Lantz Cartunes. 6m. A bandit and his horse learn of a big bullion shipment on a train that has Woody Woodpecker as guard in the baggage car. He foils all attempts to steal the cargo and the bandit winds up in jail. GOOD. (3615).

DONALD'S GOLD MINE. Reissue—July, 1942. RKO—Walt Disney Classic Cartoon Reissues. 7m. When first reviewed it was said: "Donald has a gold mine,

and also has trouble with his mule. But gold is discovered, and Donald gets mixed up in the machinery, finally emerging branded with a 24-K. stamp. GOOD." (74109).

DONALD'S SNOW FIGHT. Reissue—April, 1942. RKO—Walt Disney Classic Cartoon Reissues. 7m. When first reviewed it was said: "Uncle Donald gets a big laugh when he wrecks his nephews' snow man, but they get the last laugh, with interest, by giving him a trimming in a snow battle. GOOD." (74107).

FOWLED UP PARTY. U-I—Walter Lantz Cartune. 6m. Sam and Maggie head for a masquerade party with Sam attired in a rooster costume. Enroute they run out of gas so Sam trudges to the nearest farm house only to encounter a huge dog who loves nothing better than chickens. Thinking Sam one, he chases him all over. Sam finally gets away and returns gasless so he has to push the car all the way. GOOD. (3612).

OPERATION COLD FEET. U-I—Walter Lantz Cartunes. 6m. A sentry is detailed to guard the food supply at a South Pole installation, but penguin Chilly Willy is hungry and decides some canned sardines and other delicacies would be fine. Its nip and tuck for a while, with Willy winding up well fed until the sentry turns the trick on him. GOOD. (3616).

THE PLUMBER OF SEVILLE. U-I—Walter Lantz Cartunes. 6m. A leak is discovered in the plumbing at Carnegie Hall as a concert gets under way. A call for a plumber brings all kinds of complications as he manipulates pipes, equipment, and people hither and yon. He even gets romantic with the lady harpist after a drink or two. FAIR. (3614).

RED RIDING HOODLUM. U-I—Walter Lantz Cartune. 6m. Knothead and Splinter finish reading "Little Red Riding Hood" when they are requested to take some goodies to their grandmother. Like in the story they meet the wolf who takes a short cut to grandma's house, but they take a shorter cut and give him a rough time when he gets there. Grandma has become modernized too and she decides the wolf would make a good matrimonial prospect and hustles him off to the altar. GOOD. (3613).

SOCIETY DOG SHOW. Reissue—Feb. 1939. RKO—Walt Disney Classic Cartoon Reissues. 7m. Pluto is groomed for entrance into a snooty dog show. He does everything but chew the judge apart, is literally tossed out on his tail. The building catches fire, Pluto heroically and humorously goes through the flames, saves a pedigreed pooch, and wins the show's hero award. EXCELLENT. (74108).

T-BONE FOR TWO. Reissue—Aug., 1942. RKO—Walt Disney Classic Cartoon Reissues. 7m. When first reviewed it was said: "Pluto has quite a time with a bulldog, losing his bone, but finally gets it back. This is in the usual Disney tradition. GOOD." (74110).

WOODPECKER MEETS DAVY CREWCUT. U-I—Walter Lantz Cartunes. 6m. From his days of infancy, Davy Crewcut learns to shoot at bears with a variety of objects, and when he grows up and takes to a rifle, the bear gets tired and angry at being shot at and suggests he turn his

energies elsewhere, getting himself a woodpecker. He turns on Woody Woodpecker, who gives Davy such a bad time that he goes back to hunting bears. GOOD. (3611).

Color Novelty

HOLIDAY IN THE HILLS. U-I—Color Parades. 9m. Carnival time in the Laurentian Mountains of Canada takes place in the winter and draws vacationers for snow-sculpting, dog-sled races, motorcycle racing on ice, obstacle races for the youngsters, and finally some expert skiing. GOOD. (3671).

HOLLYWOOD STARS AT A PARTY. Columbia—Screen Snapshots. Color. 9½m. Unveiling the new "Guess Who?" contest of the series, now in color, the short features a number of celebrities both disguised and undisguised. Audiences are invited to identify and write why they like the stars. Winners will go to Hollywood. The airline, hotel, etc., get proper credit in the subject. Some of the people seen are Donna Reed, Alan Ladd, William Bendix, Jeanne Crain, Walt Disney, George Burns, Art Linkletter, Lou Holtz, George Jessel, and Yvonne De Carlo. FAIR. (1851).

HULA HAPPY. U-I—Color Parades. 9m. A pair of airline hostesses sight see in and around Honolulu where warm hospitality is offered and there is much to see and do including loads of water sports. FAIR. (2678).

VALLEY OF TWO FACES. U-I—Color Parades. CinemaScope. 10m. The area covered is the Shenandoah Valley in the Blue Ridge Mountain country, and visited are restored Williamsburg, and the famed Luray Caverns underground. GOOD. (3672).

Sports

HIGH DIVE KIDS. RKO—Sportscope. 8m. Lissa Bengston, Royal Academy of Physical Education, Stockholm, Sweden, puts some kids, from toddlers to sub-teens, through some diving paces. Quite fearless, the kids make jumps as high as 33 feet. Slow motion shots follow some of the divers from start to finish. GOOD. (74305).

HOLLAND SAILING. RKO—Sportscope. 9m. Wild Dutch sailors of everything from toy models to big windjammers are seen on a festive yachting holiday. Sailboats of all sizes sail hither and yon and to and fro. FAIR. (74306).

MIDGET MUSCLEMEN. Columbia—World of Sports. 9m. Midget wrestlers go through their paces for an enthusiastic audience in a doubles match that leaves everyone woozy. Seen are Tiny Roe and Otto Bowman vs. Cowboy Bradley and Tito Infanti. GOOD. (1802).

CinemaScope Color Travel

MAGIC IN THE SUN. Warners—WarnerColor Scope Gems. 8m. This travel subject produced by Carl Dudley takes us to Haiti, Port Au Prince, ruins of Jean Christoph's famous Citadel, etc. Shown are modern hotels, public buildings, statues, churches, the natives, market place, agriculture, voodoo dancers, etc. EXCELLENT. (4502).

ALPHABETICAL GUIDE

To 189 Features Reviewed Since The Sept. 5, Issue

This Index covers features reviewed thus far during the 1956-57 season in addition to features of the 1955-56 season reviewed after the issue of Sept. 5, 1956.—Ed.)

A	
ABOVE US THE WAVES—92m.—Republic	4274
AMAZON TRADER, THE—41m.—Warners	4220
ANASTASIA—105m.—20th Century-Fox	4267
ANGELS OF DARKNESS—84m.—Excelsior	4281
AROUND THE WORLD IN 80 DAYS—173m.— UA-Todd-AO	4243
ATTACK—107m.—United Artists	4217
AUTUMN LEAVES—108m.—Columbia	4214
B	
BABY DOLL—114m.—Warners	4263
BACK FROM ETERNITY—97m.—RKO	4227
BAD SEED, THE—129m.—Warners	4220
BAGDAD AFTER MIDNIGHT—60m.—Sonney	4245
BARRETT'S OF WIMPOLE STREET, THE—105m.—MGM	4277
BATTLE HYMN—108m.—U-I	4270
BEST THINGS IN LIFE ARE FREE, THE—104m.— 20th-Fox	4234
BETWEEN HEAVEN AND HELL—94m.—20th-Fox	4238
BEYOND A REASONABLE DOUBT—80m.—RKO	4227
BIG FUN CARNIVAL, THE—90m.—Artists Producers	4281
BLACK WHIP, THE—77m.—20th-Fox	4267
BOOM TOWN—120m.—MGM (Reissue)	4242
BOSS, THE—89m.—United Artists	4217
BOYS TOWN—96m.—MGM (Reissue)	4278
BRASS LEGEND, THE—79m.—UA	4262
BRAVE ONE, THE—100m.—RKO	4231
BUNDLE OF JOY—98m.—RKO	4262
BURNING HILLS, THE—92m.—Warners	4220
C	
CALLING HOMICIDE—61m.—Allied Artists	4225
CANYON RIVER—80m.—Allied Artists	4249
CHA-CHA-CHA BOOM—72m.—Columbia	4229
CINDERELLA—84m.—Buena Vista (Reissue)	4273
CIRCUS GIRL—88m.—Republic	4216
CRIME OF PASSION—84m.—United Artists	4278
CRUEL TOWER, THE—88m.—Allied Artists	4273
CRY IN THE NIGHT, A—75m.—Warners	4220
CURUCU, BEAST OF THE AMAZON—76m.—U-I	4251
D	
DANCE HALL RACKET—62m.—Weiss	4235
DANCE WITH ME HENRY—79m.—United Artists	4270
DANIEL BOONE, TRAIL BLAZER—76m.—Republic	4243
DEATH OF A SCOUNDREL—119m.—RKO	4250
DESPERADOS ARE IN TOWN, THE—73m.—20th-Fox	4258
DOCTORS, THE—92m.—Union	4244
DON'T KNOCK THE ROCK—80m.—Columbia	4265
DRANGO—92m.—United Artists	4279
E	
EARTH VS. THE FLYING SAUCERS—83m.—Columbia	4214
EDDY DUCHIN STORY, THE—123m.—Columbia	4214
EDGE OF THE CITY—85m.—MGM	4273
EVERYTHING BUT THE TRUTH—83m.—U-I	4251
F	
FIGHTING TROUBLE—60m.—Allied Artists	4265
FINGER OF GUILT—84m.—RKO	4238
FIRST TRAVELING SALESLADY, THE—92m.—RKO	4215
FIVE STEPS TO DANGER—80m.—United Artists	4279
FLESH MERCHANT, THE—59m.—Sonney	4227
FLIGHT TO HONG KONG—88m.—United Artists	4234
FLYING LEATHERNECKS—102m.—RKO	4215
FOUR BOYS AND A GUN—73m.—United Artists	4275
FOUR GIRLS IN TOWN—85m.—U-I	4263
FRENCH CAN CAN—93m.—UMPO	4244
FRIENDLY PERSUASION—140m.—Allied Artists	4229
FRONTIER GAMBLER—70m.—Associated	4214
FRONTIER WOMAN—80m.—Top	4275
FULL OF LIFE—91m.—Columbia	4265

G	
GAMMA PEOPLE, THE—79m.—Columbia	4225
GIANT—198m.—Warners	4239
GIRL CAN'T HELP IT, THE—99m.—20th-Fox	4274
GIRL HE LEFT BEHIND, THE—103m.—Warners	4252
GREAT AMERICAN PASTIME, THE—89m.—MGM	4257
GREAT MAN, THE—92m.—U-I	4259
GREEN DOLPHIN STREET—141m.—MGM (Reissue)	4278
GUN BROTHERS—79m.—United Artists	4217
GUN FOR A COWARD—88m.—U-I	4271
GUN THE MAN DOWN—78m.—UA	4258
H	
HE LAUGHED LAST—77m.—Columbia	4230
HOLD BACK THE NIGHT—80m.—Allied Artists	4213
HOLLYWOOD OR BUST—95m.—Paramount	4262
I	
INSIDE A GIRLS' DORMITORY—100m.—Ellis	4252
IRON PETTICOAT, THE—87m.—MGM	4274
IS YOUR HONEYMOON REALLY NECESSARY— Brenner	4244
ISTANBUL—84m.—U-I	4279
IT CONQUERED THE WORLD—71m.—American Int.	4245
J	
JULIE—97m.—MGM	4237
K	
KELLY AND ME—86m.—U-I	4279
KILLERS, THE—101m.—U-I (Reissue)	4227
KING AND FOUR QUEENS, THE—86m.— United Artists	4270
L	
LA SORCIERE—97m.—Ellis	4281
LAST MAN TO HANG, THE—75m.—Columbia	4250
LAST WAGON, THE—99m.—20th-Fox	4216
LOVE ME MADLY—60m.—McCarthy	4271
LOVE ME TENDER—89m.—20th-Fox	4258
LUST FOR LIFE—122m.—MGM	4226
M	
MAGNIFICENT SEVEN, THE—158m.—Columbia	4277
MAN FROM DEL RIO—82m.—United Artists	4239
MAN IN THE VAULT—73m.—RKO	4267
MARCELINO—90m.—UMPO	4245
MARIE ANTOINETTE—149m.—MGM (Reissue)	4250
MEN OF SHERWOOD FOREST—77m.—Astor	4214
MIAMI EXPOSE—73m.—Columbia	4214
MISTER CORY—92m.—U-I	4280
MOLE PEOPLE, THE—78m.—U-I	4252
MOUNTAIN, THE—105m.—Paramount	4231
MUTINY ON THE BOUNTY—133m.—MGM (Reissue)	4261
N	
NAKED HILLS, THE—73m.—Allied Artists	4229
NIGHT RUNNER, THE—79m.—U-I	4280
NIGHTFALL—78m.—Columbia	4261
1984—91m.—Columbia	4214
O	
OASIS—84m.—20th-Fox	4278
OBERSTEIGER, DER—98m.—Casino	4271
ODONGO—85m.—Columbia	4230
OEDIPUS REX—88m.—MPD	4281
OKLAHOMA!—140m.—20th-Fox	4251
OPPOSITE SEX, THE—117m.—MGM	4226
P	
PAPA, MAMA, THE MAID AND I—94m.—Columbia	4241
PEACEMAKER, THE—81m.—UA	4251
PHANTOM HORSE, THE—90m.—Harrison	4220
PORT AFRIQUE—92m.—Columbia	4225
POWER AND THE PRIZE, THE—98m.—MGM	4226
PRIVATE'S PROGRESS—96m.—DCA	4214
R	
RAINMAKER, THE—121m.—Paramount	4274
REBECCA—129m.—20th-Fox (Reissue)	4216
REPRISAL—74m.—Columbia	4230
RIDE THE HIGH IRON—74m.—Columbia	4261
ROCK, PRETTY BABY—89m.—U-I	4259
ROCK, ROCK, ROCK—83m.—D.C.A.	4266
ROGUES OF SHERWOOD FOREST—80m.—Columbia (Reissue)	4241
ROSE BOWL STORY, THE—75m.—Allied Artists (Reissue)	4261
RUNAWAY DAUGHTERS—88m.—American-Int.	4249
RUNNING TARGET—83m.—UA	4259

S	
SCANDAL, INC.—79m.—Republic	4258
SCREAMING EAGLES—81m.—Allied Artists	4213
SEARCH FOR BRIDEY MURPHY, THE—84m.— Paramount	4237
SECRETS OF LIFE—75m.—Buena Vista	4241
SECRETS OF THE REEF—72m.—Continental	4245
SEVENTH CAVALRY, THE—75m.—Columbia	4241
SHAKE, RATTLE AND ROCK—77m.—American-Int.	4249
SHARKFIGHTERS, THE—73m.—United Artists	4244
SHE CREATURE, THE—77m.—American Int.	4245
SHIP THAT DIED OF SHAME, THE—91m.—Continental	4220
SILENT WORLD, THE—86m.—Columbia	4230
SLANDER—81m.—MGM	4266
SLEEPING CITY, THE—84m.—U-I (Reissue)	4227
SNOW WAS BLACK, THE—105m.—Continental	4257
SOLID GOLD CADILLAC, THE—99m.—Columbia	4214
SPELL OF THE HYPNOTIST—78m.—Exploitation	4221
SPIN A DARK WEB—76m.—Columbia	4230
STAGECOACH TO FURY—76m.—20th-Fox	4238
STORM CENTER—85m.—Columbia	4214
STRANGE ADVENTURE, A—70m.—Republic	4243
STRANGE INTRUDER—82m.—Allied Artists	4257
SUICIDE MISSION—70m.—Columbia	4250
T	
TALE OF TWO CITIES, A—128m.—MGM (Reissue)	4250
TEA AND SYMPATHY—122m.—MGM	4231
TEAHOUSE OF THE AUGUST MOON, THE— 123m.—MGM	4242
TEENAGE REBEL—94m.—20th-Fox	4251
TEN COMMANDMENTS, THE—219m.—Paramount	4237
TEN TALL MEN—97m.—Columbia (Reissue)	4242
TENSION AT TABLE ROCK—93m.—RKO	4231
THIRD MAN, THE—104m.—20th-Fox (Reissue)	4243
THREE BRAVE MEN—88m.—20th-Fox	4278
THREE VIOLENT PEOPLE—100m.—Paramount	4267
THUNDER OVER ARIZONA—75m.—Republic	4216
THUNDERSTORM—81m.—Allied Artists	4213
TOP SECRET AFFAIR—100m.—Warners	4280
TOMAHAWK TRAIL—60m.—UA	4270
TOWARD THE UNKNOWN—115m.—Warners	4234
TO THE ENDS OF THE EARTH—108m.—Columbia (Reissue)	4242
TWO LOVES HAD I—98m.—Jacon	4271
U	
UNGUARDED MOMENT, THE—95m.—U-I	4217
UTAH BLAINE—75m.—Columbia	4277
UNTAMED MISTRESS—70m.—Armond	4245
V	
VAGABOND KING, THE—88m.—Paramount	4215
VIOLENT YEARS, THE—61m.—Phoenix	4239
VITELLONI—103m.—A.P.I. Prod.	4263
W	
WALK THE DARK STREET—74m.—Dominant	4245
WAR AND PEACE—208m.—Paramount	4215
WEE GEORDIE—93m.—Times	4280
WEREWOLF, THE—83m.—Columbia	4214
WESTWARD HO, THE WAGONS—90m.—Buena Vista	4265
WETBACKS—88m.—Gibraltar	4246
WHITE SQUAW, THE—75m.—Columbia	4242
WICKED AS THEY COME—94m.—Columbia	4273
WILD PARTY, THE—81m.—UA	4263
WOMAN OF ROME—93m.—D.C.A.	4277
WOMAN'S DEVOTION, A—88m.—Republic	4262
WOMEN OF PITCAIRN ISLAND, THE—72m.—20th-Fox	4267
WRITTEN ON THE WIND—99m.—U-I	4234
WRONG MAN, THE—105m.—Warners	4275
Y	
YANG KWEI FEI—92m.—Buena Vista	4141
YAKUI DRUMS—71m.—Allied Artists	4225
YOU CAN'T RUN AWAY FROM IT—95m.—Columbia	4237
YOUNG GUNS, THE—84m.—Allied Artists	4249
Z	
ZARAK—99m.—Columbia	4266

(The running time carried in this listing represents the latest corrected time of each feature. While every effort is made to keep the listing accurate, features are often subject to editing after being reviewed. Readers are advised to check the time with the local exchange—Ed.)

so-called National Release Date loses much of its former importance. It is now much more necessary to know the order in which current releases are available and in which future releases will be scheduled. While much of the following is subject to change, all data is submitted weekly to the particular distributors for their up-to-date checking and correcting, so that it is the latest knowledge available.

A.A.	COLUMBIA	M.G.M.	PARAMOUNT	R.K.O.	REPUBLIC	20th-FOX	U.A.	UNIVERSAL	WARNERS	MISC.
Yaqui Drums Rod Cameron, Mary Castle	To The Ends Of The Earth (RE) Dick Powell	Boom Town (RE) Spencer Tracy, Clark Gable	The Wagabond King (VV-TC) Kathryn Grayson, Oreste	Beyond A Reasonable Doubt Dana Andrews, Joan Fontaine	Lisbon (Naturama- Trucolor) (Made in Portugal) Ray Milland, Maureen O'Hara	Teenage Rebel (CS) Ginger Rogers, Michael Rennie	The King And Four Queens (Russ-Field) Clark Gable, Eleanor Parker	The Unguarded Moment (TC) Esther Williams, George Nader	A Cry In The Night Edmond O'Brien, Natalie Wood	The She Creature (American-Int.) Chester Morris, Marla English
Friendly Persuasion (TC) Gary Cooper, Dorothy McGuire, Marjorie Main	The Gamma People (English-made) Paul Douglas	The Rack Paul Newman, Wendell Corey, Anne Francis	War And Peace (VV-TC) Audrey Hepburn, Henry Fonda, Mel Ferrer (Made in Italy) (Special Engagements)	Back From Eternity Anita Ekberg, Robert Ryan	Dakota Incident (Trucolor) Linda Darnell, Dale Robertson, John Lund	Love Me Tender (CS-DC) Richard Egan, Debra Paget, Elvis Presley	The Mole People John Agar, Cynthia Patrick	The Bad Seed Nancy Kelly, Patty McCormack, Henry Jones, Eileen Heckart	The Amazon Trader (WC) John Sutton, Marie Ferranda	La Strada (Trans-Lux) Anthony Quinn, Richard Basehart, Giuletta Masina (Italian-made)
Fighting Trouble The Bowery Boys	The Last Man To Hang (English-made) Tom Conway	The Tale Of Two Cities (RE)	The Mountain (VV-TC) Robert Wagner, Spencer Tracy, Claire Trevor (Made in France)	Finger Of Guilt Richard Basehart, Mary Murphy (English made)	Oklahoma! (CS-TC) Gordon MacRae, Shirley Jones, Gene Nelson	The Mole People John Agar, Cynthia Patrick	Curcucy, Beast Of The Amazon (EC)	The Amazon Trader (WC) John Sutton, Marie Ferranda	Westward Ho, The Wagons (CS-TC) (Buena Vista) (Disney) Fess Parker	The She Creature (American-Int.) Chester Morris, Marla English
Calling Homicide Bill Elliott	Rumble On The Docks James Darren	Marie Antoinette (RE)	The Search For Bridley Murphy (VV) Teresa Wright, Luis Hayward	Tension At Table Rock (TC) Cameron Mitchell, Richard Egan, Dorothy Malone	Anastasia (CS-DC) (Made in Europe) Ingrid Bergman, Helen Hayes, Yul Brynner	The Mole People John Agar, Cynthia Patrick	John Bromfield, Beverly Garland (Made in Brazil)	Toward The Unknown (WC) William Holden, Lloyd Nolan, Virginia Leith	The Wagons (CS-TC) (Buena Vista) (Disney) Fess Parker	The She Creature (American-Int.) Chester Morris, Marla English
The Cruel Tower John Ericson, Mari Blanchard	The Seventh Calvary (TC) Randolph Scott	The Teahouse Of The August Moon (CS-Color) Marlon Brando, Glenn Ford, Eddie Albert (Made in Japan)	Hollywood Or Bust (VV-TC) Dean Martin, Jerry Lewis	Death Of A Scoundrel George Sanders, Yvonne De Carlo	Black Whip (RegalScope) Hugh Marlow, Coleen Gray	The Mole People John Agar, Cynthia Patrick	John Bromfield, Beverly Garland (Made in Brazil)	William Holden, Lloyd Nolan, Virginia Leith	The Wagons (CS-TC) (Buena Vista) (Disney) Fess Parker	The She Creature (American-Int.) Chester Morris, Marla English
High Terrace Dale Robertson, Leis Maxwell, Derek Bond	Zarak (CS-TC) Victor Mature, Anita Ekberg, Michael Wilding (Made in Morocco)	The Great American Pastime Tom Ewell, Anne Francis, Ann Miller	Bundle Of Joy (EC) Eddie Fisher, Debbie Reynolds	Man In The Vault William Campbell, Karen Sharpe, Anita Ekberg	The Girl Can't Help It (CS-DC) Tom Ewell, Jayne Mansfield	The Mole People John Agar, Cynthia Patrick	John Bromfield, Beverly Garland (Made in Brazil)	Elizabeth Taylor, Rock Hudson, James Dean	The Wagons (CS-TC) (Buena Vista) (Disney) Fess Parker	The She Creature (American-Int.) Chester Morris, Marla English
Blonde Sinner Diana Dors (English-made)	Ride The High Iron Don Taylor, Sally Forrest	Mutiny On The Bounty (RE)	Man In The Vault William Campbell, Karen Sharpe, Anita Ekberg	Scandal, Inc. Robert Hutton, Paul Richards, Patricia Wright	The Girl Can't Help It (CS-DC) Tom Ewell, Jayne Mansfield	The Mole People John Agar, Cynthia Patrick	John Bromfield, Beverly Garland (Made in Brazil)	Elizabeth Taylor, Rock Hudson, James Dean	The Wagons (CS-TC) (Buena Vista) (Disney) Fess Parker	The She Creature (American-Int.) Chester Morris, Marla English
The Rose Bowling (Color) (RE)	The Silent World (French-made) Documentary	Edge Of The City John Cassavetes, Sidney Poitier, Kathleen Maguire	Man In The Vault William Campbell, Karen Sharpe, Anita Ekberg	Scandal, Inc. Robert Hutton, Paul Richards, Patricia Wright	The Girl Can't Help It (CS-DC) Tom Ewell, Jayne Mansfield	The Mole People John Agar, Cynthia Patrick	John Bromfield, Beverly Garland (Made in Brazil)	Elizabeth Taylor, Rock Hudson, James Dean	The Wagons (CS-TC) (Buena Vista) (Disney) Fess Parker	The She Creature (American-Int.) Chester Morris, Marla English
Hot Shots, The Bowery Boys	The Silent World (French-made) Documentary	Edge Of The City John Cassavetes, Sidney Poitier, Kathleen Maguire	Man In The Vault William Campbell, Karen Sharpe, Anita Ekberg	Scandal, Inc. Robert Hutton, Paul Richards, Patricia Wright	The Girl Can't Help It (CS-DC) Tom Ewell, Jayne Mansfield	The Mole People John Agar, Cynthia Patrick	John Bromfield, Beverly Garland (Made in Brazil)	Elizabeth Taylor, Rock Hudson, James Dean	The Wagons (CS-TC) (Buena Vista) (Disney) Fess Parker	The She Creature (American-Int.) Chester Morris, Marla English
Chain Of Evidence Bill Elliott, James Lydon, Claudia Barrett	The Silent World (French-made) Documentary	Edge Of The City John Cassavetes, Sidney Poitier, Kathleen Maguire	Man In The Vault William Campbell, Karen Sharpe, Anita Ekberg	Scandal, Inc. Robert Hutton, Paul Richards, Patricia Wright	The Girl Can't Help It (CS-DC) Tom Ewell, Jayne Mansfield	The Mole People John Agar, Cynthia Patrick	John Bromfield, Beverly Garland (Made in Brazil)	Elizabeth Taylor, Rock Hudson, James Dean	The Wagons (CS-TC) (Buena Vista) (Disney) Fess Parker	The She Creature (American-Int.) Chester Morris, Marla English
Gun For A Town Dale Robertson, Lois Maxwell, Derek Bond	Don't Knock The Rock Bill Haley and his Comets	Slander Van Johnson, Ann Blyth, Steve Cochran	Cecil B. DeMille's The Ten Commandments (VV-TC) (Made in Egypt) (Special Engagements)	Public Pigeon No. 1 (TC) Red Skelton, Vivian Blaine, Janet Blair	The Girl Can't Help It (CS-DC) Tom Ewell, Jayne Mansfield	The Mole People John Agar, Cynthia Patrick	John Bromfield, Beverly Garland (Made in Brazil)	Elizabeth Taylor, Rock Hudson, James Dean	The Wagons (CS-TC) (Buena Vista) (Disney) Fess Parker	The She Creature (American-Int.) Chester Morris, Marla English
Not Of This Earth Paul Birch, Beverly Garland	Nightfall Aldo Ray, Anne Bancroft	Green Dolphin Street (RE)	Three Violent People (VV-TC) Charlton Heston, Anne Baxter	The Silken Affair David Niven, Genevieve Page (English-made)	The Girl Can't Help It (CS-DC) Tom Ewell, Jayne Mansfield	The Mole People John Agar, Cynthia Patrick	John Bromfield, Beverly Garland (Made in Brazil)	Elizabeth Taylor, Rock Hudson, James Dean	The Wagons (CS-TC) (Buena Vista) (Disney) Fess Parker	The She Creature (American-Int.) Chester Morris, Marla English
Attack Of The Crab Monsters Richard Garland, Pamela Duncan	Wicked As They Come Arlene Dahl, Herbert Marshall	Boys Town (RE)	The Rainmaker (VV-TC) Burt Lancaster, Katharine Hepburn	The Young Stronger James MacArthur, Kim Hunter	The Girl Can't Help It (CS-DC) Tom Ewell, Jayne Mansfield	The Mole People John Agar, Cynthia Patrick	John Bromfield, Beverly Garland (Made in Brazil)	Elizabeth Taylor, Rock Hudson, James Dean	The Wagons (CS-TC) (Buena Vista) (Disney) Fess Parker	The She Creature (American-Int.) Chester Morris, Marla English
Gun For A Town Dale Robertson, Lois Maxwell, Derek Bond	Don't Knock The Rock Bill Haley and his Comets	Slander Van Johnson, Ann Blyth, Steve Cochran	Cecil B. DeMille's The Ten Commandments (VV-TC) (Made in Egypt) (Special Engagements)	Public Pigeon No. 1 (TC) Red Skelton, Vivian Blaine, Janet Blair	The Girl Can't Help It (CS-DC) Tom Ewell, Jayne Mansfield	The Mole People John Agar, Cynthia Patrick	John Bromfield, Beverly Garland (Made in Brazil)	Elizabeth Taylor, Rock Hudson, James Dean	The Wagons (CS-TC) (Buena Vista) (Disney) Fess Parker	The She Creature (American-Int.) Chester Morris, Marla English
Attack Of The Crab Monsters Richard Garland, Pamela Duncan	Wicked As They Come Arlene Dahl, Herbert Marshall	Boys Town (RE)	The Rainmaker (VV-TC) Burt Lancaster, Katharine Hepburn	The Young Stronger James MacArthur, Kim Hunter	The Girl Can't Help It (CS-DC) Tom Ewell, Jayne Mansfield	The Mole People John Agar, Cynthia Patrick	John Bromfield, Beverly Garland (Made in Brazil)	Elizabeth Taylor, Rock Hudson, James Dean	The Wagons (CS-TC) (Buena Vista) (Disney) Fess Parker	The She Creature (American-Int.) Chester Morris, Marla English
Gun For A Town Dale Robertson, Lois Maxwell, Derek Bond	Don't Knock The Rock Bill Haley and his Comets	Slander Van Johnson, Ann Blyth, Steve Cochran	Cecil B. DeMille's The Ten Commandments (VV-TC) (Made in Egypt) (Special Engagements)	Public Pigeon No. 1 (TC) Red Skelton, Vivian Blaine, Janet Blair	The Girl Can't Help It (CS-DC) Tom Ewell, Jayne Mansfield	The Mole People John Agar, Cynthia Patrick	John Bromfield, Beverly Garland (Made in Brazil)	Elizabeth Taylor, Rock Hudson, James Dean	The Wagons (CS-TC) (Buena Vista) (Disney) Fess Parker	The She Creature (American-Int.) Chester Morris, Marla English
Attack Of The Crab Monsters Richard Garland, Pamela Duncan	Wicked As They Come Arlene Dahl, Herbert Marshall	Boys Town (RE)	The Rainmaker (VV-TC) Burt Lancaster, Katharine Hepburn	The Young Stronger James MacArthur, Kim Hunter	The Girl Can't Help It (CS-DC) Tom Ewell, Jayne Mansfield	The Mole People John Agar, Cynthia Patrick	John Bromfield, Beverly Garland (Made in Brazil)	Elizabeth Taylor, Rock Hudson, James Dean	The Wagons (CS-TC) (Buena Vista) (Disney) Fess Parker	The She Creature (American-Int.) Chester Morris, Marla English
Gun For A Town Dale Robertson, Lois Maxwell, Derek Bond	Don't Knock The Rock Bill Haley and his Comets	Slander Van Johnson, Ann Blyth, Steve Cochran	Cecil B. DeMille's The Ten Commandments (VV-TC) (Made in Egypt) (Special Engagements)	Public Pigeon No. 1 (TC) Red Skelton, Vivian Blaine, Janet Blair	The Girl Can't Help It (CS-DC) Tom Ewell, Jayne Mansfield	The Mole People John Agar, Cynthia Patrick	John Bromfield, Beverly Garland (Made in Brazil)	Elizabeth Taylor, Rock Hudson, James Dean	The Wagons (CS-TC) (Buena Vista) (Disney) Fess Parker	The She Creature (American-Int.) Chester Morris, Marla English
Attack Of The Crab Monsters Richard Garland, Pamela Duncan	Wicked As They Come Arlene Dahl, Herbert Marshall	Boys Town (RE)	The Rainmaker (VV-TC) Burt Lancaster, Katharine Hepburn	The Young Stronger James MacArthur, Kim Hunter	The Girl Can't Help It (CS-DC) Tom Ewell, Jayne Mansfield	The Mole People John Agar, Cynthia Patrick	John Bromfield, Beverly Garland (Made in Brazil)	Elizabeth Taylor, Rock Hudson, James Dean	The Wagons (CS-TC) (Buena Vista) (Disney) Fess Parker	The She Creature (American-Int.) Chester Morris, Marla English
Gun For A Town Dale Robertson, Lois Maxwell, Derek Bond	Don't Knock The Rock Bill Haley and his Comets	Slander Van Johnson, Ann Blyth, Steve Cochran	Cecil B. DeMille's The Ten Commandments (VV-TC) (Made in Egypt) (Special Engagements)	Public Pigeon No. 1 (TC) Red Skelton, Vivian Blaine, Janet Blair	The Girl Can't Help It (CS-DC) Tom Ewell, Jayne Mansfield	The Mole People John Agar, Cynthia Patrick	John Bromfield, Beverly Garland (Made in Brazil)	Elizabeth Taylor, Rock Hudson, James Dean	The Wagons (CS-TC) (Buena Vista) (Disney) Fess Parker	The She Creature (American-Int.) Chester Morris, Marla English
Attack Of The Crab Monsters Richard Garland, Pamela Duncan	Wicked As They Come Arlene Dahl, Herbert Marshall	Boys Town (RE)	The Rainmaker (VV-TC) Burt Lancaster, Katharine Hepburn	The Young Stronger James MacArthur, Kim Hunter	The Girl Can't Help It (CS-DC) Tom Ewell, Jayne Mansfield	The Mole People John Agar, Cynthia Patrick	John Bromfield, Beverly Garland (Made in Brazil)	Elizabeth Taylor, Rock Hudson, James Dean	The Wagons (CS-TC) (Buena Vista) (Disney) Fess Parker	The She Creature (American-Int.) Chester Morris, Marla English
Gun For A Town Dale Robertson, Lois Maxwell, Derek Bond	Don't Knock The Rock Bill Haley and his Comets	Slander Van Johnson, Ann Blyth, Steve Cochran	Cecil B. DeMille's The Ten Commandments (VV-TC) (Made in Egypt) (Special Engagements)	Public Pigeon No. 1 (TC) Red Skelton, Vivian Blaine, Janet Blair	The Girl Can't Help It (CS-DC) Tom Ewell, Jayne Mansfield	The Mole People John Agar, Cynthia Patrick	John Bromfield, Beverly Garland (Made in Brazil)	Elizabeth Taylor, Rock Hudson, James Dean	The Wagons (CS-TC) (Buena Vista) (Disney) Fess Parker	The She Creature (American-Int.) Chester Morris, Marla English
Attack Of The Crab Monsters Richard Garland, Pamela Duncan	Wicked As They Come Arlene Dahl, Herbert Marshall	Boys Town (RE)	The Rainmaker (VV-TC) Burt Lancaster, Katharine Hepburn	The Young Stronger James MacArthur, Kim Hunter	The Girl Can't Help It (CS-DC) Tom Ewell, Jayne Mansfield	The Mole People John Agar, Cynthia Patrick	John Bromfield, Beverly Garland (Made in Brazil)	Elizabeth Taylor, Rock Hudson, James Dean	The Wagons (CS-TC) (Buena Vista) (Disney) Fess Parker	The She Creature (American-Int.) Chester Morris, Marla English
Gun For A Town Dale Robertson, Lois Maxwell, Derek Bond	Don't Knock The Rock Bill Haley and his Comets	Slander Van Johnson, Ann Blyth, Steve Cochran	Cecil B. DeMille's The Ten Commandments (VV-TC) (Made in Egypt) (Special Engagements)	Public Pigeon No. 1 (TC) Red Skelton, Vivian Blaine, Janet Blair	The Girl Can't Help It (CS-DC) Tom Ewell, Jayne Mansfield	The Mole People John Agar, Cynthia Patrick	John Bromfield, Beverly Garland (Made in Brazil)	Elizabeth Taylor, Rock Hudson, James Dean	The Wagons (CS-TC) (Buena Vista) (Disney) Fess Parker	The She Creature (American-Int.) Chester Morris, Marla English
Attack Of The Crab Monsters Richard Garland, Pamela Duncan	Wicked As They Come Arlene Dahl, Herbert Marshall	Boys Town (RE)	The Rainmaker (VV-TC) Burt Lancaster, Katharine Hepburn	The Young Stronger James MacArthur, Kim Hunter	The Girl Can't Help It (CS-DC) Tom Ewell, Jayne Mansfield	The Mole People John Agar, Cynthia Patrick	John Bromfield, Beverly Garland (Made in Brazil)	Elizabeth Taylor, Rock Hudson, James Dean	The Wagons (CS-TC) (Buena Vista) (Disney) Fess Parker	The She Creature (American-Int.) Chester Morris, Marla English
Gun For A Town Dale Robertson, Lois Maxwell, Derek Bond	Don't Knock The Rock Bill Haley and his Comets	Slander Van Johnson, Ann Blyth, Steve Cochran	Cecil B. DeMille's The Ten Commandments (VV-TC) (Made in Egypt) (Special Engagements)	Public Pigeon No. 1 (TC) Red Skelton, Vivian Blaine, Janet Blair	The Girl Can't Help It (CS-DC) Tom Ewell, Jayne Mansfield	The Mole People John Agar, Cynthia Patrick	John Bromfield, Beverly Garland (Made in Brazil)	Elizabeth Taylor, Rock Hudson, James Dean	The Wagons (CS-TC) (Buena Vista) (Disney) Fess Parker	The She Creature (American-Int.) Chester Morris, Marla English
Attack Of The Crab Monsters Richard Garland, Pamela Duncan	Wicked As They Come Arlene Dahl, Herbert Marshall	Boys Town (RE)	The Rainmaker (VV-TC) Burt Lancaster, Katharine Hepburn	The Young Stronger James MacArthur, Kim Hunter	The Girl Can't Help It (CS-DC) Tom Ewell, Jayne Mansfield	The Mole People John Agar, Cynthia Patrick	John Bromfield, Beverly Garland (Made in Brazil)	Elizabeth Taylor, Rock Hudson, James Dean	The Wagons (CS-TC) (Buena Vista) (Disney) Fess Parker	The She Creature (American-Int.) Chester Morris, Marla English
Gun For A Town Dale Robertson, Lois Maxwell, Derek Bond	Don't Knock The Rock Bill Haley and his Comets	Slander Van Johnson, Ann Blyth, Steve Cochran	Cecil B. DeMille's The Ten Commandments (VV-TC) (Made in Egypt) (Special Engagements)	Public Pigeon No. 1 (TC) Red Skelton, Vivian Blaine, Janet Blair	The Girl Can't Help It (CS-DC) Tom Ewell, Jayne Mansfield	The Mole People John Agar, Cynthia Patrick	John Bromfield, Beverly Garland (Made in Brazil)	Elizabeth Taylor, Rock Hudson, James Dean	The Wagons (CS-TC) (Buena Vista) (Disney) Fess Parker	The She Creature (American-Int.) Chester Morris, Marla English
Attack Of The Crab Monsters Richard Garland, Pamela Duncan	Wicked As They Come Arlene Dahl, Herbert Marshall	Boys Town (RE)	The Rainmaker (VV-TC) Burt Lancaster, Katharine Hepburn	The Young Stronger James MacArthur, Kim Hunter	The Girl Can't Help It (CS-DC) Tom Ewell, Jayne Mansfield	The Mole People John Agar, Cynthia Patrick	John Bromfield, Beverly Garland (Made in Brazil)	Elizabeth Taylor, Rock Hudson, James Dean	The Wagons (CS-TC) (Buena Vista) (Disney) Fess Parker	The She Creature (American-Int.) Chester Morris, Marla English
Gun For A Town Dale Robertson, Lois Maxwell, Derek Bond	Don't Knock The Rock Bill Haley and his Comets	Slander Van Johnson, Ann Blyth, Steve Cochran	Cecil B. DeMille's The Ten Commandments (VV-TC) (Made in Egypt) (Special Engagements)	Public Pigeon No. 1 (TC) Red Skelton, Vivian Blaine, Janet Blair	The Girl Can't Help It (CS-DC) Tom Ewell, Jayne Mansfield	The Mole People John Agar, Cynthia Patrick	John Bromfield, Beverly Garland (Made in Brazil)	Elizabeth Taylor, Rock Hudson, James Dean	The Wagons (CS-TC) (Buena Vista) (Disney) Fess Parker	The She Creature (American-Int.) Chester Morris, Marla English
Attack Of The Crab Monsters Richard Garland, Pamela Duncan	Wicked As They Come Arlene Dahl, Herbert Marshall	Boys Town (RE)	The Rainmaker (VV-TC) Burt Lancaster, Katharine Hepburn	The Young Stronger James MacArthur, Kim Hunter	The Girl Can't Help It (CS-DC) Tom Ewell, Jayne Mansfield	The Mole People John Agar, Cynthia Patrick	John Bromfield, Beverly Garland (Made in Brazil)	Elizabeth Taylor, Rock Hudson, James Dean	The Wagons (CS-TC) (Buena Vista) (Disney) Fess Parker	The She Creature (American-Int.) Chester Morris, Marla English
Gun For A Town Dale Robertson, Lois Maxwell, Derek Bond	Don't Knock The Rock Bill Haley and his Comets	Slander Van Johnson, Ann Blyth, Steve Cochran	Cecil B. DeMille's The Ten Commandments (VV-TC) (Made in Egypt) (Special Engagements)	Public Pigeon No. 1 (TC) Red Skelton, Vivian Blaine, Janet Blair	The Girl Can't Help It (CS-DC) Tom Ewell, Jayne Mansfield	The Mole People John Agar, Cynthia Patrick	John Bromfield, Beverly Garland (Made in Brazil)	Elizabeth Taylor, Rock Hudson, James Dean	The Wagons (CS-TC) (Buena Vista) (Disney) Fess Parker	The She Creature (American-Int.) Chester Morris, Marla English
Attack Of The Crab Monsters Richard Garland, Pamela Duncan	Wicked As They Come Arlene Dahl, Herbert Marshall	Boys Town (RE)	The Rainmaker (VV-TC) Burt Lancaster, Katharine Hepburn	The Young Stronger James MacArthur, Kim Hunter	The Girl Can't Help It (CS-DC) Tom Ewell, Jayne Mansfield	The Mole People John Agar, Cynthia Patrick	John Bromfield, Beverly Garland (Made in Brazil)	Elizabeth Taylor, Rock Hudson, James Dean	The Wagons (CS-TC) (Buena Vista) (Disney) Fess Parker	The She Creature (American-Int.) Chester Morris, Marla English
Gun For A Town Dale Robertson, Lois Maxwell, Derek Bond	Don't Knock The Rock Bill Haley and his Comets	Slander Van Johnson, Ann Blyth, Steve Cochran	Cecil B. DeMille's The Ten Commandments (VV-TC) (Made in Egypt) (Special Engagements)	Public Pigeon No. 1 (TC) Red Skelton, Vivian Blaine, Janet Blair	The Girl Can't Help It (CS-DC) Tom Ewell, Jayne Mansfield	The Mole People John Agar, Cynthia Patrick	John Bromfield, Beverly Garland (Made in Brazil)	Elizabeth Taylor, Rock Hudson, James Dean	The Wagons (CS-TC) (Buena Vista) (Disney) Fess Parker	The She Creature (American-Int.) Chester Morris, Marla English
Attack Of The Crab Monsters Richard Garland, Pamela Duncan	Wicked As They Come Arlene Dahl, Herbert Marshall	Boys Town (RE)	The Rainmaker (VV-TC) Burt Lancaster, Katharine Hepburn	The Young Stronger James MacArthur, Kim Hunter	The Girl Can't Help It (CS-DC) Tom Ewell, Jayne Mansfield	The Mole People John Agar, Cynthia Patrick	John Bromfield, Beverly Garland (Made in Brazil)	Elizabeth Taylor, Rock Hudson, James Dean	The Wagons (CS-TC) (Buena Vista) (Disney) Fess Parker	The She Creature (American-Int.) Chester Morris, Marla English
Gun For A Town Dale Robertson, Lois Maxwell, Derek Bond	Don't Knock The Rock Bill Haley and his Comets									

**YOU'LL FIND OUT
WHY THIS IS THE
STORY THAT HAD
TO WIN THE
PULITZER PRIZE!**

**"I'd
rather
be
accused
of
murder!"**

**"Tell
me
the
truth
about
yourself!"**

**"I can't
go back
to school.
I can't
face
them!"**

1957's first

DRAMATIC THUNDERBOLT

is ready
to go
now
all over
America...
from
20th!



3 BRAVE MEN

starring **RAY MILLAND · ERNEST BORGNINE**

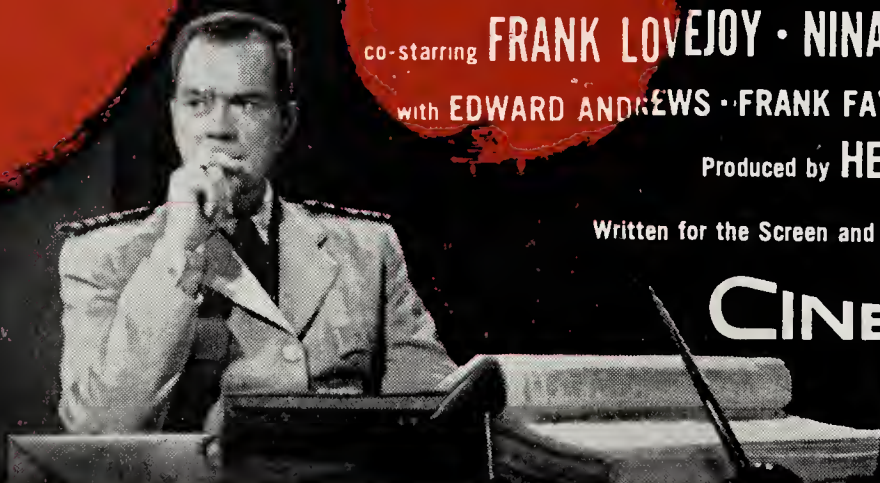
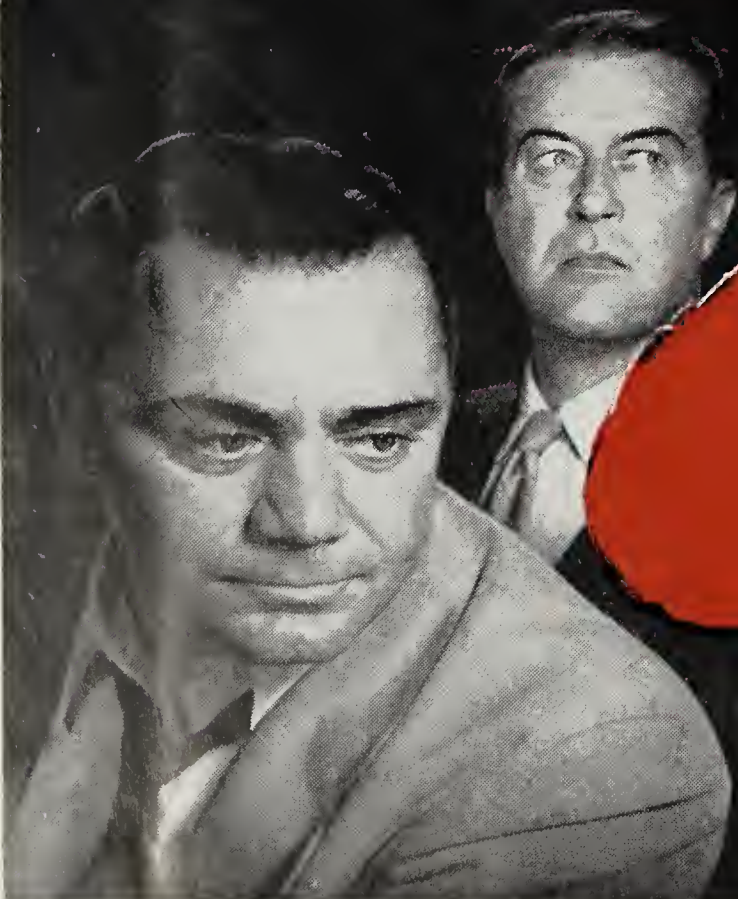
co-starring **FRANK LOVEJOY · NINA FOCH · DEAN JAGGER**

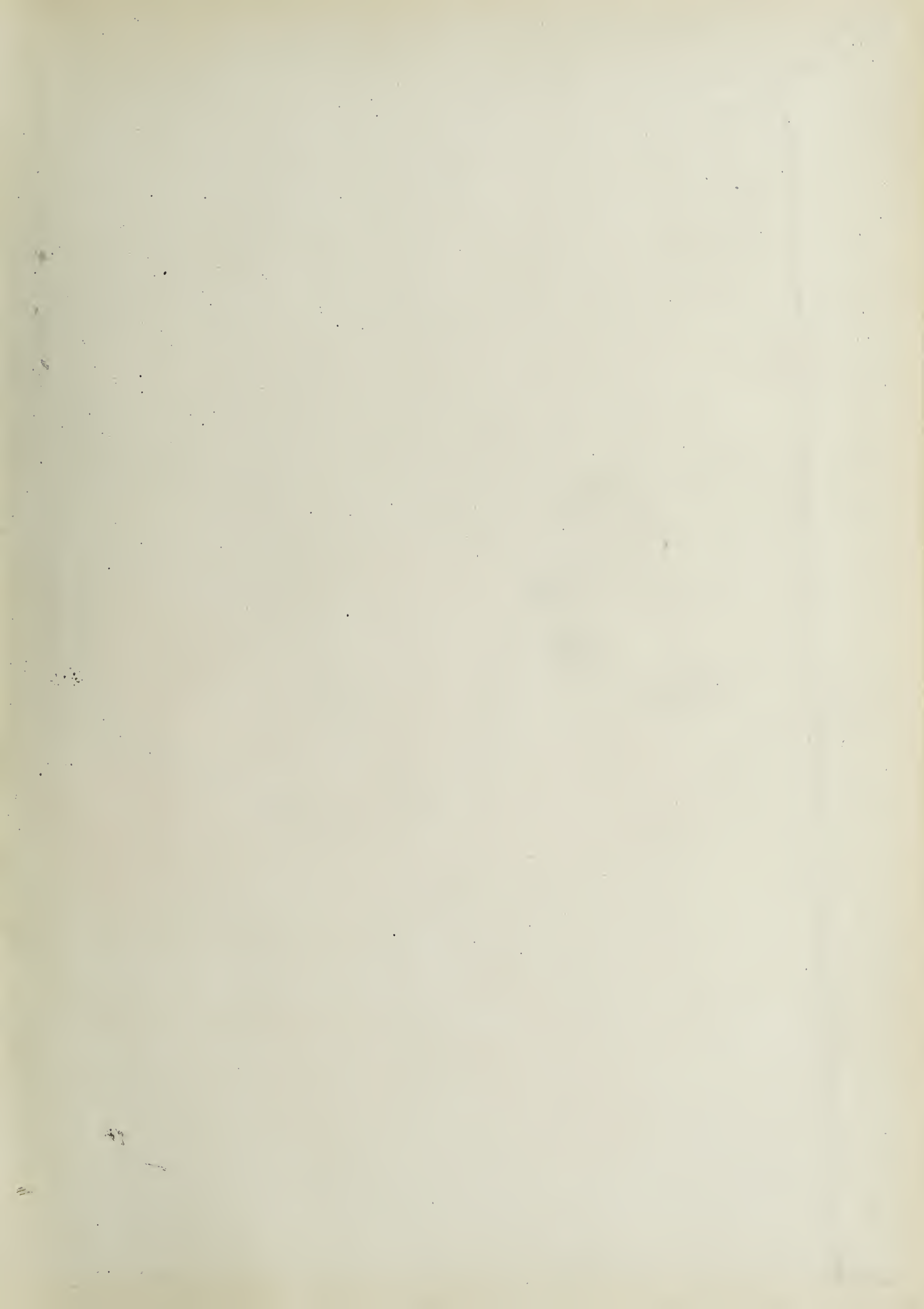
with **EDWARD ANDREWS · FRANK FAYLEN · JAMES WESTERFIELD**

Produced by **HERBERT B. SWOPE, Jr.**

Written for the Screen and Directed by **PHILIP DUNNE**

CINEMASCOPE





Scanned from the collection of the
Karl Thiede

Coordinated by the
Media History Digital Library
www.mediahistoryproject.org

Funded by a donation from
Richard Scheckman

